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# **Evaluation of the “Click It or Ticket” Campaign During April-June 2003 Mobilization in Illinois**

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The Evaluation Unit within the Division of Traffic Safety in the Illinois Department of Transportation focuses on evaluation and monitoring of various highway safety programs in Illinois. The research and evaluation issues include costs and benefits of child seats, safety belts and motorcycle helmets in the real world of crashes, evaluation of highway safety projects and programs, such as Traffic Law Enforcement Program (TLEP), Local Alcohol Program (LAP), IMaGE projects, high accident locations project, and health care costs and utilization of motor vehicle crash victims.

Using statewide public opinion surveys and an observational survey of Illinois licensed drivers, this report evaluates the impact of the "Click It or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues during April-June 2003 mobilization in Illinois. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, proposed primary seat belt law, and safety belt related media programs and slogans.

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## Table of Contents

<b>Executive Summary .....</b>	<b>1</b>
<b>Evaluation of the “Click It or Ticket” Campaign .....</b>	<b>5</b>
Objectives .....	6
The “Click It or Ticket” Campaign in Illinois .....	6
Safety Belt Use at the National and State Levels .....	9
<b>Evaluation of the Observational Survey.....</b>	<b>11</b>
Data and Methodology .....	12
Summary of Findings .....	12
<b>Driver Facility Survey.....</b>	<b>20</b>
Data and Methodology .....	21
Summary of Findings .....	22
<b>Statewide Telephone Survey.....</b>	<b>34</b>
Introduction and Methodology .....	35
Summary of Seat Belt-Related Findings .....	36
<b>Appendix A – Driver Facility Survey Instrument .....</b>	<b>44</b>
<b>Appendix B - Telephone Survey Instrument.....</b>	<b>46</b>

## List of Diagrams

Diagram 1. Illinois “Click It or Ticket” Timeline .....	8
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## List of Figures

Figure A. Percent Distribution of Citations Issued During 2003 "Click It or Ticket" Campaign in Illinois.....	7
Figure B. Total Patrol Hours Per Citation by Citation Type During 2003 "Click It or Ticket" Campaign in Illinois .....	7
Figure C. Front Seat Occupant Usage Rates.....	10
Figure 1. Safety Belt Usage Rates (TOTAL) for Drivers and Passengers During the Pre and Post Mobilization Periods in Illinois.....	18
Figure 2. Safety Belt Usage Rates (TOTAL) by Region During the Pre and Post Mobilization Survey Periods in Illinois .....	18
Figure 3. Safety Belt Usage Rates (TOTAL) by Road Type During the Pre and Post Mobilization Survey Periods in Illinois .....	19
Figure 4. Safety Belt Usage Rates (TOTAL) for Passenger Cars and Pickup Trucks During the Pre and Post Mobilization Survey Periods in Illinois.....	19
Figure 5. Percentage Differences Between Licensed Drivers and Pre/Post Survey Periods Across Selected Age Groups .....	23
Figure 6. Percentage Distribution of Those Respondents Who Said There is Always a Chance of Getting a Ticket for <u>Not</u> Wearing a Seat Belt.....	27
Figure 7. Percentage Distribution of Those Respondents Who Said the Illinois State Police Strictly Enforce the Seat Belt Law .....	28

Figure 8. Percentage Distribution of Those Who Said Illinois Local Police Strictly Enforce the Seat Belt Law.....	28
Figure 9. Percentage Distribution of Those Who Said They Would Favor a Primary Belt Law.....	29
Figure 10. Percentage Distribution of Those Who Said They Have Seen/Hear About a Checkpoint Checking for Seat Belt Use .....	29
Figure 11. Percentage Distribution of Those Who Said They Have Gone Through a Checkpoint Checking for Seat Belt Use .....	30
Figure 12. Percentage Distribution of Those Who Said They Have Seen/Hear Materials About Seat Belts.....	30
Figure 13. Percentage Distribution of Those Who Said They Have Seen/Hear Materials About Seat Belts by Region .....	31
Figure 14. Percentage Distribution of Those Who Said They Have Seen/Hear Materials About Seat Belts by Race.....	31
Figure 15. Percentage Distribution of Those Respondents Who Have Heard Materials About Seat Belts by Media Type.....	32
Figure 16. Percentage Distribution of Those Respondents Who Have Seen/Hear "Click It or Ticket" by Survey Period .....	32
Figure 17. Percentage Distribution of Those Respondents Who Have Seen/Hear "Click It or Ticket" by Region.....	33
Figure 18. Percentage Distribution of Those Respondents Who Have Seen/Hear "Click It or Ticket" by Race.....	33

## List of Tables

Table 1. Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys in Illinois During the "Click It or Ticket" Campaign (All Vehicles).....	15
Table 2. Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys in Illinois During the "Click It or Ticket" Campaign (Passenger Cars) .....	16
Table 3. Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys in Illinois During the "Click It or Ticket" Campaign (Pickup Trucks).....	17
Table 4. Demographic Characteristics of Pre and Post DMV Surveys During the "Click It or Ticket" Campaign in Illinois (April 21-June 28, 2003).....	24
Table 5. Safety Belt-Related Characteristics of Pre and Post DMV Surveys During the "Click It or Ticket" Campaign in Illinois (April 21-June 8, 2003).....	25

# Executive Summary

## RESULTS

### OBSERVATIONAL SURVEY

1. During the pre-mobilization observational mini survey (50 sites), a total of 34,297 passenger cars and 3,815 pickup trucks were observed. During the post-mobilization observational statewide survey (258 sites), there were 105,307 passenger cars and 13,601 pickup trucks observed for a total of 118,908 vehicles.
2. The overall observed seat belt usage rate for passenger cars and pickup trucks during the campaign increased from 74.1 percent before the campaign to 76.2 percent after the campaign.
3. Based on region, the Collar Counties had the highest usage rate at over 80 percent, followed by Cook County (excluding the City of Chicago) with a usage rate at over 73 percent, while the Downstate Counties and the City of Chicago had usage rates at 66.2 percent and 62.3 percent respectively. Only the City of Chicago and the Downstate Counties had increases in belt usage, while Cook County and the Collar Counties noticed slight decreases in belt usage.
4. Those people who traveled on Interstates had the highest usage rate at over 84 percent. Travelers on US/IL Highways had a usage rate around 72 percent, while those who traveled on residential roads had the lowest usage rate of about 67 percent.
5. Prior to the start of the campaign, seat belt usage rate for passenger car occupants was 75.5 percent, but slightly rose to 77.8 percent after the campaign. There was an increase in seat belt usage rates from 61.1 percent to 64.2 percent for occupants of pickup trucks. Typically, passenger cars have higher usage rates than pickup trucks.

### DRIVER FACILITY SURVEY

6. Over 71 percent of respondents said they always wear their seat belts. This increased to over 73 percent during the post-mobilization survey.
7. Only 22 percent of respondents believe that there is “always” a chance of receiving a citation for not wearing a seat belt. This rate decreased slightly during the post-mobilization survey to 21.1 percent.
8. Over 66 percent of respondents believe the State Police strictly enforce the seat belt law and over 61 percent believe the local police departments strictly enforce the seat belt law. There was a slight change on drivers’ opinion of the State and local Police enforcing the seat belt law.
9. During the pre-mobilization survey, about 46 percent of respondents would support a primary seat belt law, but during the post-mobilization survey, almost 51 percent said they would favor a primary seat belt law.

10. During the pre-mobilization survey, there were only about 20 percent of respondents who had heard about a checkpoint checking for seat belt use. This percentage increased to 42.7 percent during the post-mobilization survey.
11. There was relatively little change from pre- to post-mobilization surveys for those who had passed through a checkpoint checking for seat belt use (7.2 percent during the pre-mobilization survey to 8.3 percent during the post-mobilization survey).

### **Heard or Seen Safety Belt Materials**

12. The percent of those respondents who have seen or heard about safety belt materials increased by over 35 percent during the campaign.
13. The Downstate Counties was the region where the most people had heard or seen safety belt materials, followed by Cook County, the City of Chicago, and the Collar Counties.
14. African-American respondents had the highest rate of awareness of safety belt materials at over 67 percent, but "white" respondents had the highest increase of awareness of safety belt materials at 36 percent.

### **Heard or Seen "Click It or Ticket"**

15. The percent awareness of "Click It or Ticket" message increased by 23 percent from the pre-mobilization survey to the post-mobilization survey.
16. Respondents from the Cook County had the highest rate of awareness of the "Click It or Ticket" message, followed by the Collar Counties, the City of Chicago, and the Downstate Counties. Respondents from the Downstate Counties had the highest percent increase of awareness of the "Click It or Ticket" message of over 30 percent.
17. African-American respondents had the highest rate of increase of awareness of the "Click It or Ticket" message of 28.5 percent and white respondents had a percent increase of 22.6 percent, while Hispanic respondents only had a percent increase of 10 percent.

## **TELEPHONE SURVEY**

18. Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt "all of the time" is generally the same in the pre-test and post-test (82 percent).
19. The percent who said their use of seat belts had increased in the past thirty days increased by five percentage points and this represented a doubling of pre-test percent, from five percent in the pre-test to 10 percent in the post-test.

### **Awareness of and attitudes toward seat belt laws**

20. Nearly every respondent in both the pre-test and post-test surveys indicated being aware that Illinois has a law requiring adults to wear seat belts.

21. The percent who incorrectly said that, according to Illinois state law, police can stop just for a seat belt violation is about two-thirds in both the pre-test and post-test surveys (69% and 71%, respectively).

### **Attitudes about wearing seat belts**

22. **Agree/disagree: Seat belts are just as likely to harm you as help you.** About two-thirds, or just slightly fewer, of the respondents disagree with this statement, a generalization that applies to both pre- and post-test surveys and to each of the three statewide regions. However, the percent who disagreed with this statement increased from 65 percent in the pre-test to 70 percent in the post-test.
23. **Agree/disagree: If you were in an accident, you would want to have your seat belt on.** Between 80 and 90 percent of respondents “*strongly agree*” with this statement, applying to both pre-test and post-test surveys.
24. **Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.** The percent respondent who “strongly disagree” with this statement increased from 64 percent in the pre-test to 68 percent in the post-test.

### **Perceptions and attitudes toward seat belt law enforcement**

25. Statewide, the percent who indicated that getting a ticket would be “*very likely*” or “*somewhat likely*” increased modestly from 51 percent in the pre-test to 57 percent in the post-test, with most of this increase occurring among those saying “very likely” (26% to 35%). The percent who said this would be “*very unlikely*” decreased from 23% to 19%.
26. **Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.** Statewide, the percent who agree at least to some extent with this statement decreased from 44 percent in the pre-test to 36 percent in the post-test. Those who “*strongly disagree*” decreased from 21 percent to 14 percent.
27. **Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?** For this question, which came near the end of the interview questions that related to seat belts, the statewide pre-test and post-test results are very similar, with the post-test results showing only a slight increase in those saying it is either “very” or “fairly” important (79% to 78%).

### **Exposure to seat belt awareness and enforcement activities in past thirty days**

28. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” jumped from 12 percent in the pre-test survey to 49 percent in the post-test survey.
29. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 63 percent in the pre-test survey to nearly 80 percent in the post-test survey. Of those who had seen or heard such messages, the statewide percent who indicated exposure through television and

newspapers increased modestly. The percent of these respondents who indicated exposure through radio and through friends and relatives was stable.

### **Awareness of selected traffic safety slogans**

30. The statewide results shows a great deal of general stability the awareness of selected slogans, with the largest percentage point differences occurring for the slogans about which there is the greatest awareness: "Click It or Ticket," and "Drive smart, drive sober."
31. Focusing on the Click It or Ticket slogan, the first campaign (surrounded by the April and June 2002 surveys) was associated with an increase in awareness from 41 percent to 71 percent. The second campaign (surrounded by the November and December 2002 surveys) was associated with a small increase in awareness of 67 percent to 71 percent. And, the last campaign is associated with an increase of 67 percent to 85 percent.



## **Evaluation of the “Click It or Ticket” Program in Illinois**

During April through June 2003, the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois drivers. The main purpose of these surveys was to evaluate the impact of the “Click It or Ticket” campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the campaign:

1. Two mini observational safety belt surveys (50 sites) and one statewide survey (258 sites)
2. Two driver facility surveys from 16 selected driver service facilities
3. Two telephone surveys

The driver facility survey, as well as the telephone surveys were conducted in order to evaluate the impact of the “Click It or Ticket” campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists’ opinion and awareness of the existing local and state safety belt enforcement programs, proposed primary seat belt law, and safety belt related media programs and slogans.

“Click It or Ticket” is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection. An intense public information and education campaign was run concurrently with the enforcement blitz to inform the motoring public of the benefits of seat belt use and of issuing tickets for seat belt violations. The goal of the “Click It or Ticket” campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

Experience across the nation clearly demonstrates that high seat belt usage rates (above 70 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible, to always buckle up. The only proven way to get higher risk drivers to use seat belts is through the real possibility of a ticket or a fine.

## Objectives

1. To determine the actual rate of seat belt usage rate in Illinois through the use of the observational survey.
2. To determine Illinois residents' views and opinions regarding seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of the driver facility survey and telephone survey.
3. To evaluate the impact of the “Click or Ticket “ campaign on safety belt use.

## Click It or Ticket Campaign in Illinois (April 21-June 8, 2003)

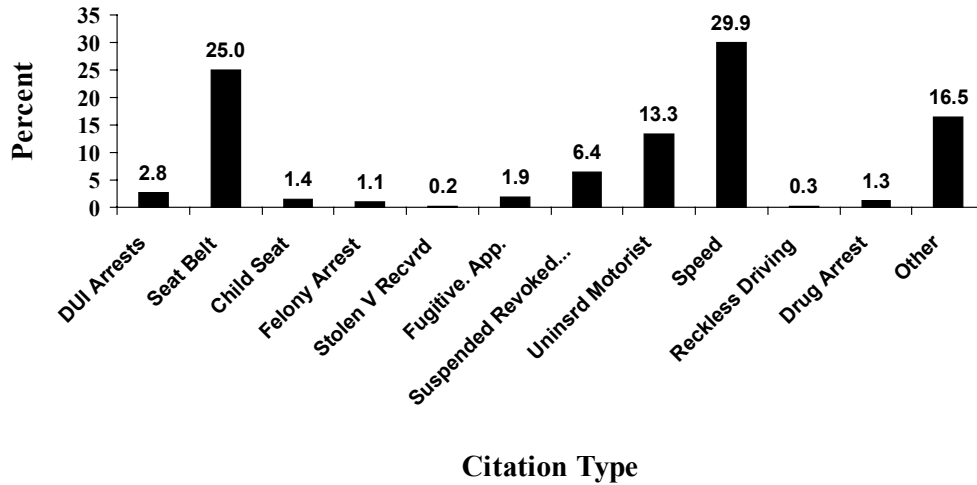
The “Click It or Ticket” campaign in Illinois started on April 21 and ended on June 8, 2003. During the first week, baseline data and information on several safety belt-related issues including public opinion and awareness of the existing safety belt topics (e.g., public education and enforcement items) were collected. Weeks two and three were devoted to highly publicized strict enforcement of the safety belt laws. Week four included collecting post survey data on selected safety belt issues (**See Diagram 1**).

During this four-week campaign, several media events were held throughout the state on April 28, 2003 announcing the enforcement efforts planned for May 15 - June 1, 2003. Events were held in Chicago, Rockford, Peoria, Springfield, East St. Louis, and Carbondale.

Over 26,085 man-hours were conducted a variety of enforcement efforts, such as Roadside Safety Checks, Hire-back Programs, and Saturation Patrols. Of the total hours, 10,904 (42%) were overtime hours.

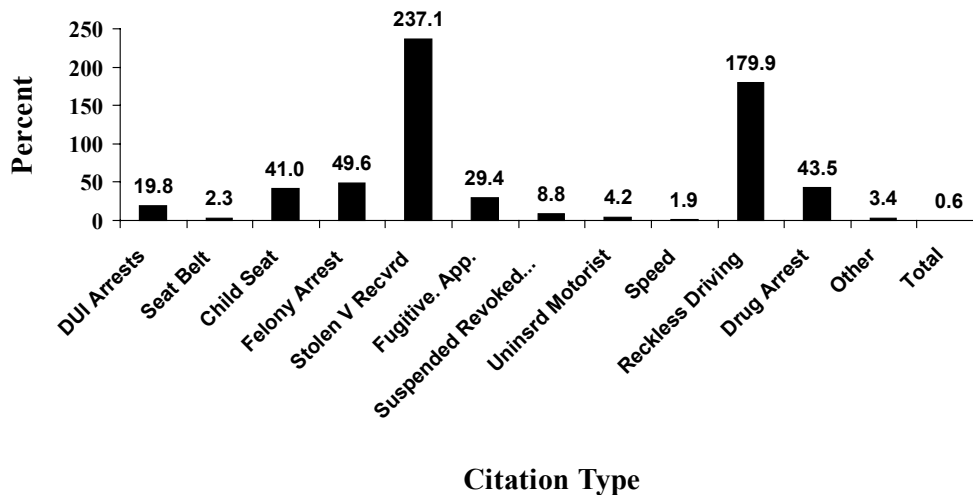
A total of 421 local agencies as well as Illinois State Police and Secretary of State Police agencies participated in the enforcement campaign and issued 11,586 seat belt citations, 639 child passenger safety citations, 13,865 speed violations, and 1,315 DUI arrests. Overall 46,434 citations were issued statewide during the enforcement period. **Figure A** shows percent distribution of citations issued during this campaign. As shown in this Figure, of the total citations, about 30 percent were for speeding violations and 25 percent for safety belt violations. **Figure B** depicts total patrol hours per citation by citation type during the enforcement campaign. As shown in this figure, on the average, a law enforcement officer issued a citation for every 36 minutes (0.6 hours \* 60 minutes=36). As expected, overall it took a law enforcement officer to issue a safety belt related citation for every 2.3 hours.

**Figure A: Percent Distribution of Citations Issued During 2003 “Click it or Ticket” Campaign In Illinois (Total Citations=46,434)**



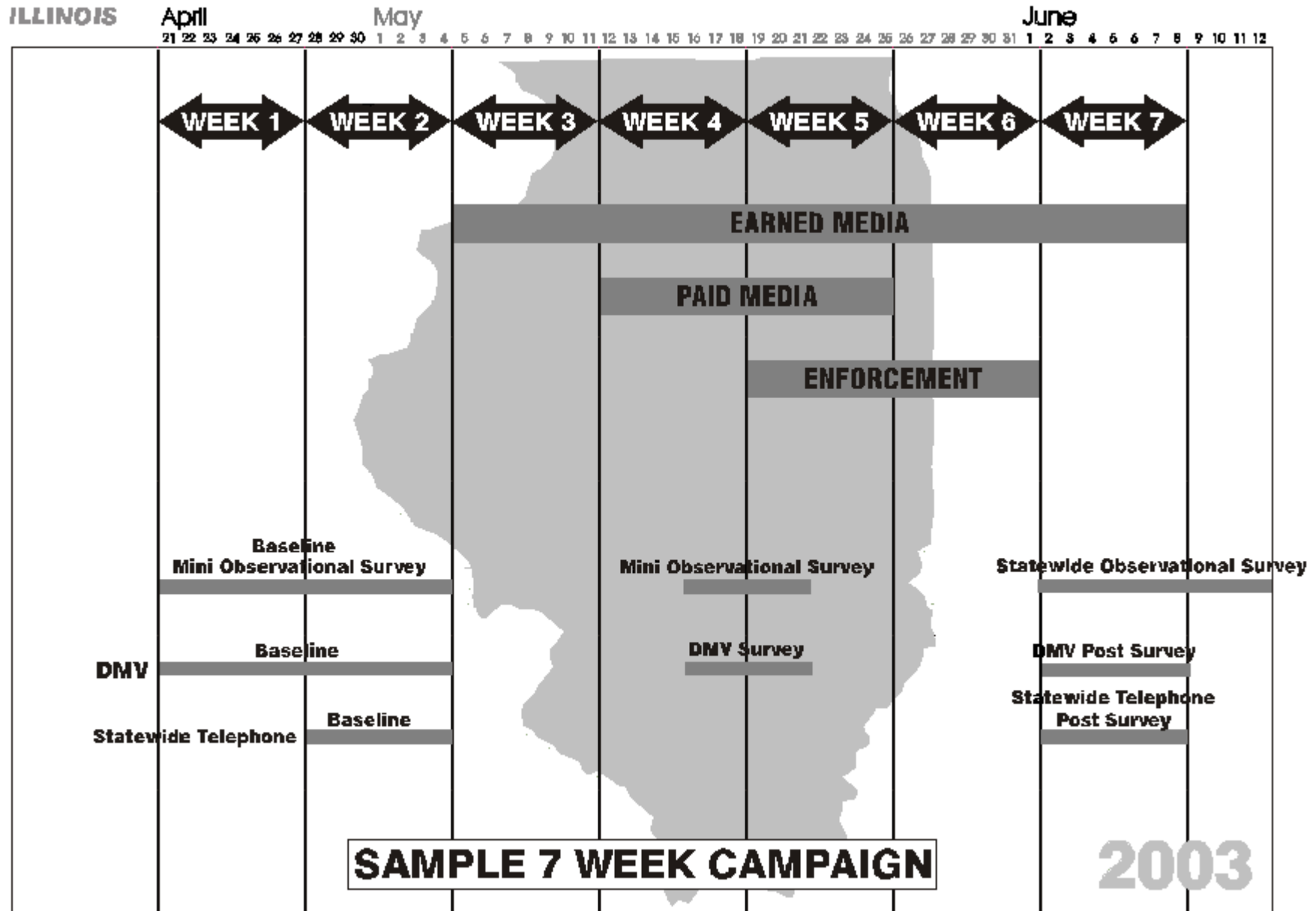
Data Source: Local PDs, State Police and SOS Police Departments

**Figure B: Total Patrol Hours Per Citation by Citation Type During 2003 “Click it or Ticket” Campaign In Illinois (Total Patrol Hours =26,085 and Total Citations =46,434)**



Data Source: Local PDs, State Police and SOS Police Departments.

# "Click It or Ticket" Program and Evaluation Time Line



## **Safety Belt Use at the National and State Levels**

National seat belt use in 2002 increased to 75 percent. Yet, this rate was well below the 86 percent target for 2001. That target was based on a stretch goal of 90 percent by 2005. NHTSA determined that this performance target was also unrealistic and required revising. The agency has set a 2003 seat belt usage target of 78 percent. This goal is reasonable and challenging. According to NHTSA, over the past several years the agency has been converting approximately 8.5 percent of the non-seat belt users, each year, to seat belt users. Continuing to convert this number each year becomes more difficult, as a set of “hard core” non-users becomes a higher portion of all non-users.

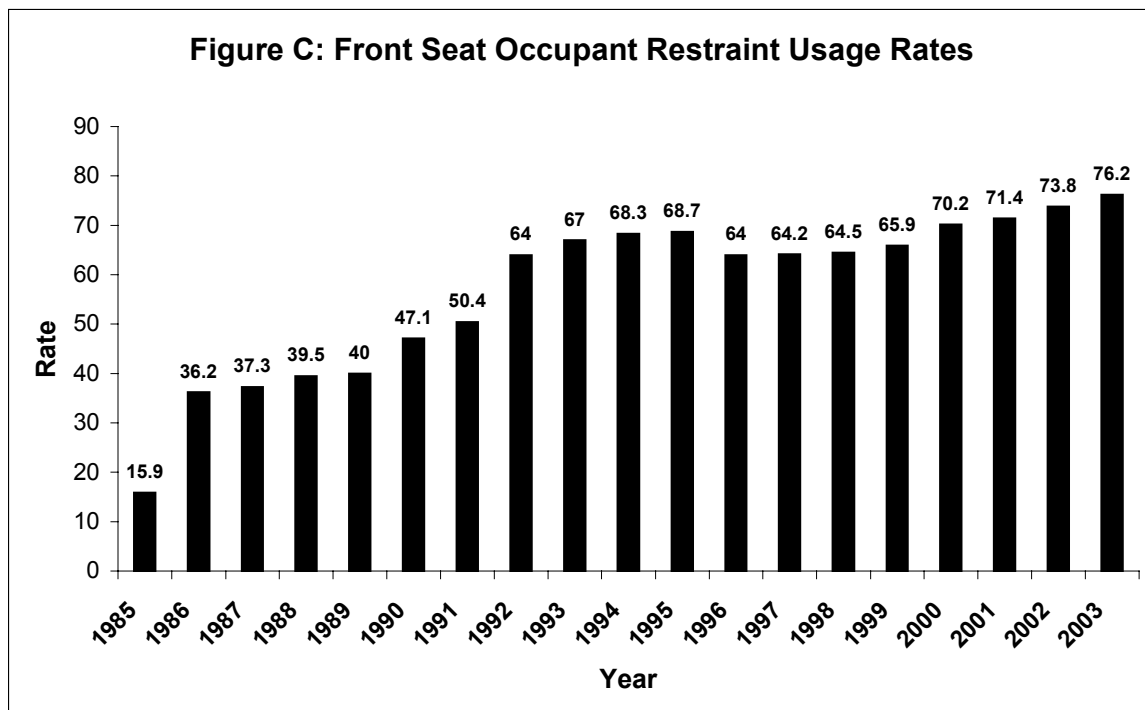
Current seat belt use saves 11,000 lives and prevents 2 million injuries every year. For each percentage point increase in seat belt use, 3 million more people buckle up, saving approximately 226 lives and preventing 3,700 injuries each year (NHTSA, 2000).

Currently the State of Illinois has a primary belt law, which became effective on July 3, 2003 after Governor Blagoyevich signed the bill into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations. (It should be noted that all observational surveys, DMV surveys, and telephone surveys were conducted before the primary belt became effective in July 2003).

The first Illinois safety belt law was passed in January 1985 and became effective July 1, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles. Under this law, motor vehicle were required to be equipped with safety belts with the exception of those people frequently leaving their vehicles for deliveries if speed between stops was no more than 15 mph, medical excuses, rural letter carriers, vehicles operating in reverse, and vehicles manufactured before 1965. In 1987 the original law was amended and became effective in January 1988 as a secondary enforcement law until July 3, 2003.

The first statewide safety belt usage survey was conducted April 1985, prior to the safety belt law becoming effective. Data from the first survey became the base from which to measure the success of Illinois’ efforts to educate citizens about the benefits of using safety belts.

The base line (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased 36.2 percent. Since that time, the usage rate has shown a gradual increase up to 68.7 percent in 1995 and a slight decrease of 65.9 percent in 1999 and a significant increase to its present level of 76.2 percent. There was an increase of 60.3 percentage points since the first survey was conducted in April 1985 (see **Figure C**).



## **OBSERVATIONAL SURVEY**

## Data and Methodology

The safety belt usage rate evaluation was a statistical (multi-stage random) observational survey conducted statewide both prior to, during and following the “Click it or Ticket” campaign. The first two surveys were mini-surveys (50 sites), while the post-mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual seat belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. Design of the survey was based on the National Highway Traffic Safety Administration’s requirements and had four characteristics:

1. The survey was conducted between 7:00 a.m. and 6:30 p.m. when the light was adequate for observation.
2. The survey observations were restricted to front seat occupants (drivers and outboard passengers) of passenger cars (cars, sport utility vehicles, taxis and vans) and pickup trucks.
3. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.
4. The survey sites included interstate highways, freeways, county roads, state highways and a random sample of residential streets within selected areas.

For more information on survey design, refer to the original report entitled “Design of the New Safety Belt Usage Survey in Illinois,” Division of Traffic Safety, Illinois Department of Transportation (IDOT), January 1994.

## Summary of Findings

**Tables 1, 2, and 3** show results of the safety belt surveys conducted prior to and after the “Click It or Ticket” campaign. Columns 1 and 2 depict safety belt usage rates prior to the “Click It or Ticket” mobilization. Columns 3 and 4 show safety belt usage rates following the “Click It or Ticket” mobilization. It should be noted that the sites from column 3 were extracted from the statewide survey sites in column 4. Columns 5 and 6 depict percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), various regions of the state where the survey was conducted, road types,



and vehicle types. There was a total of 38,112 front seat occupants observed during the pre-mobilization survey, while there was a total of 118,908 front seat occupants observed during the post-mobilization survey.

**Table 1** shows safety belt use for combined passenger cars and pickup trucks during the campaign. According to this table, the overall safety belt usage rate slightly increased from 74.1 percent before the campaign to 76.2 percent after the campaign. Drivers and passengers tend to have very similar usage rates during the pre and post campaign (**Figure 1**).

Among selected regions, the Collar Counties of DuPage, Will, Kane, McHenry, and Lake had the highest usage rate, followed by Cook County, excluding the City of Chicago. The Downstate Counties (Champaign, Macon, Rock Island, St. Clair, Montgomery and Peoria) had a usage rate of over 68 percent, while the City of Chicago had the lowest rate (see **Figure 2**). The City of Chicago and the Downstate Counties showed increases in belt use of 8.0 and 10.3 percent. On the other hand, Cook County and the Collar Counties showed moderate decreases in belt use of 2.3 and 1.8 percent.

As expected, interstate highway travelers had the highest usage rate over 84 percent, followed by US and Illinois marked highway travelers over 72 percent. Motorists traveling on residential streets had the lowest rate at over 67 percent (**Figure 3**). Motorists traveling on residential roads had an increase in belt use of 4.8 percent, while US/IL Highway motorists and Interstate motorists had increases of 3.9 percent and 2.7 percent respectively.

Passenger car occupants had the safety belt usage rate of over 75 percent while pickup truck occupants had the belt usage rate of over 61 percent. Seat belt use increased in pickup trucks by 3.1 percent, while usage rates in passenger cars only increased 2.3 percent (see **Figure 4**).

**Table 2** depicts safety belt usage rate and their correlates for passenger car occupants. Overall usage rates among passenger car occupants are significantly higher than the usage rates among pickup truck occupants. Findings of **Table 2** including percent changes between pre and post surveys are very similar to the findings of **Table 1** since about 90 percent of the observations tend to be passenger car occupants.

**Table 3** shows safety belt usage rates and their related data and information for pickup truck drivers and passengers. Overall the safety usage rate increased from 61.1 percent before the campaign to about 64.2 percent after the campaign. Drivers had an increase in belt usage of 3.6 percent, while passengers had only a slight increase in belt usage of 1.3 percent.

The Downstate Counties had the highest percent increase of seat belt usage among pickup truck occupants at 9.7 percent, while the City of Chicago had a seat belt usage increase of 6.9 percent. Cook County also had an increase in seat belt usage for pickup truck occupants of 4.2 percent. On the other hand, the Collar Counties had a decrease in seat belt usage of 3.4 percent.

Pickup truck drivers and passengers who were traveling on residential roads had an increase of 7.2 percent and those traveling on interstates had an increase of 4.6 percent. Those motorists traveling on US/IL Highways had only a slight increase in belt usage of 1.8 percent.

**Table 1: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (April 21 - June 8, 2003) (All Vehicles<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Second Mini-survey	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)	(4)	(5)	(6)
	April 28-May 4	May 15 - May 21	June 2-June 8			
	N=38,112	N=39,366	N=36,374	N=118,908		
Total Usage Rate						
Total	74.1	75.1	77.7	76.2	3.6	2.1
Drivers	74.0	75.5	77.9	76.4	3.9	2.4
Passengers	74.4	73.5	76.9	75.2	2.5	0.9
Region						
Chicago	61.1	61.3	66.1	69.1	5.0	8.0
Cook County	73.2	73.8	74.6	70.9	1.4	-2.3
Collar County	81.2	81.9	84.5	79.4	3.3	-1.8
Downstate	68.7	71.1	77.3	79.0	8.6	10.3
Road Type						
Interstate	84.6	84.4	85.9	87.3	1.3	2.7
US/IL Highways	72.4	74.0	78.5	76.3	6.1	3.9
Residential	67.0	69.0	72.3	71.8	5.3	4.8
Vehicle Type						
Passenger Car	75.5	76.7	78.9	77.8	3.4	2.3
Pickup Truck	61.1	61.1	67.1	64.2	6.0	3.1

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs and vans) were included in this table.

**Table 2: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (April 21 - June 8, 2003) (Passenger Cars<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Second Mini-survey	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change Pre and Post Mini-Surveys	% Change Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)	(4)	(5)	(6)
	April 28 -May 4	May 15 - May 21	June 2-June 8			
	N=34,297	N=35,500	N=32,713	N=105,307		
Total Usage Rate						
Total	75.5	76.7	78.9	77.8	3.4	2.3
Drivers	75.5	77.1	79.1	78.0	3.6	2.5
Passengers	75.6	74.7	77.9	76.7	2.3	1.1
Region						
Chicago	61.7	61.7	66.6	69.7	4.9	8.0
Cook County	74.6	75.2	75.8	72.0	1.2	-2.6
Collar County	82.6	83.5	85.9	81.3	3.3	-1.3
Downstate	71.6	73.9	79.6	81.7	8.0	10.1
Road Type						
Interstate	86.2	85.7	87.3	88.8	1.1	2.6
US/IL Highways	74.5	76.8	80.6	79.2	6.1	4.7
Residential	68.4	70.5	73.4	73.1	5.0	4.7

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Passengers cares include cars, sport utility vehicles, taxicabs and vans

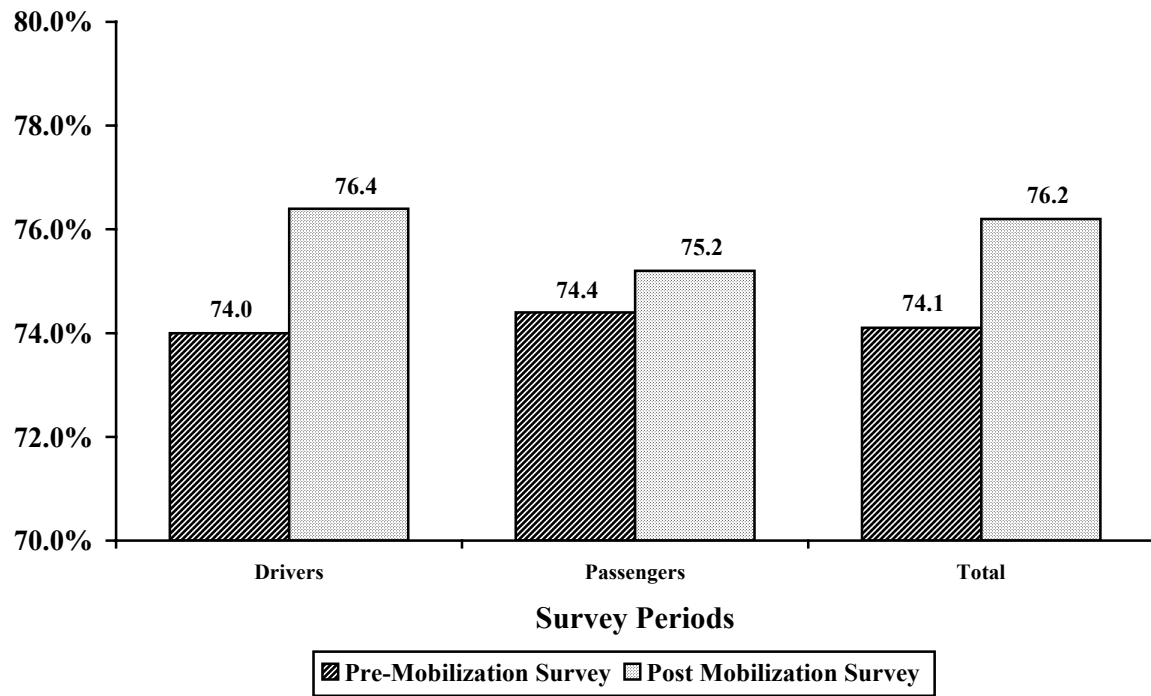
**Table 3: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (April 21 - June 8, 2003) (Pickup Trucks<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Second Mini-survey	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change Pre and Post Mini-Surveys	% Change Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)	(4)	(5)	(6)
	April 28 -May 4	May 15 - May 21	June 2-June 8			
	N=3,815	N=3,866	N=3,661	N=13,601		
Total Usage Rate						
Total	61.1	61.1	67.1	64.2	6.0	3.1
Drivers	60.5	60.6	66.6	64.1	6.1	3.6
Passengers	63.4	63.4	69.4	64.7	6.0	1.3
Region						
Chicago	52.6	53.9	54.8	59.5	2.2	6.9
Cook County	56.2	57.7	63.4	60.4	7.2	4.2
Collar County	68.4	66.1	72.9	65.0	4.5	-3.4
Downstate	55.9	57.7	64.3	65.6	8.4	9.7
Road Type						
Interstate	72.0	72.7	75.5	76.6	3.5	4.6
US/IL Highways	58.6	54.7	65.1	60.4	6.5	1.8
Residential	52.4	54.2	60.2	59.6	7.8	7.2

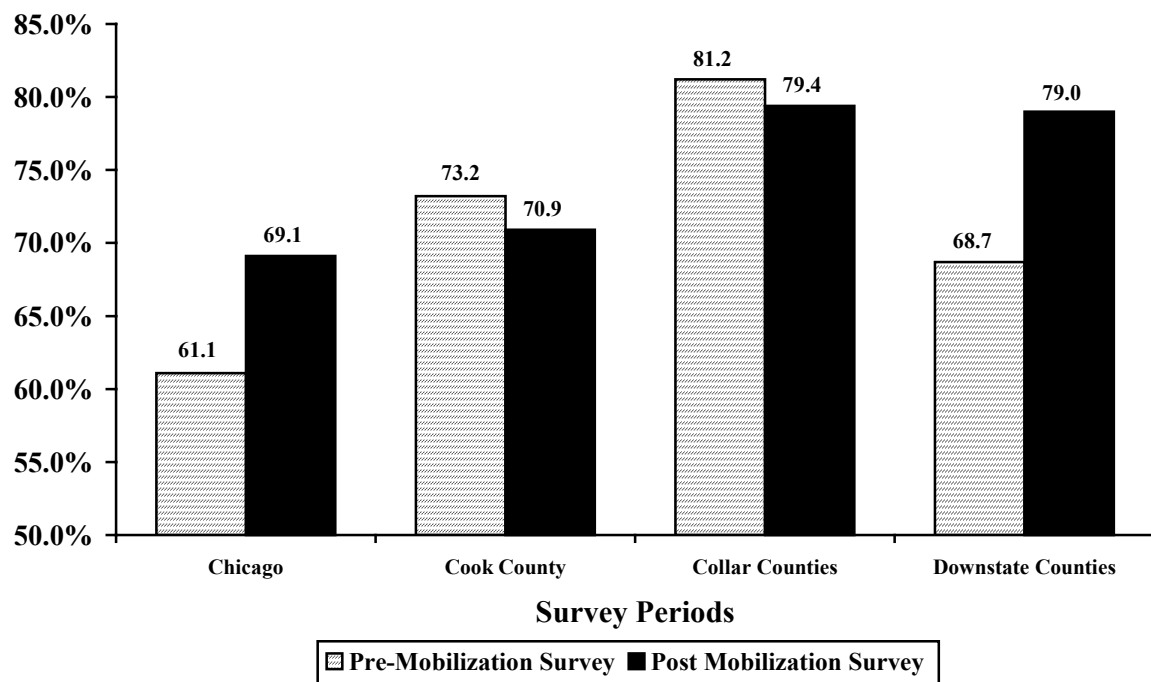
1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Large trucks are excluded.

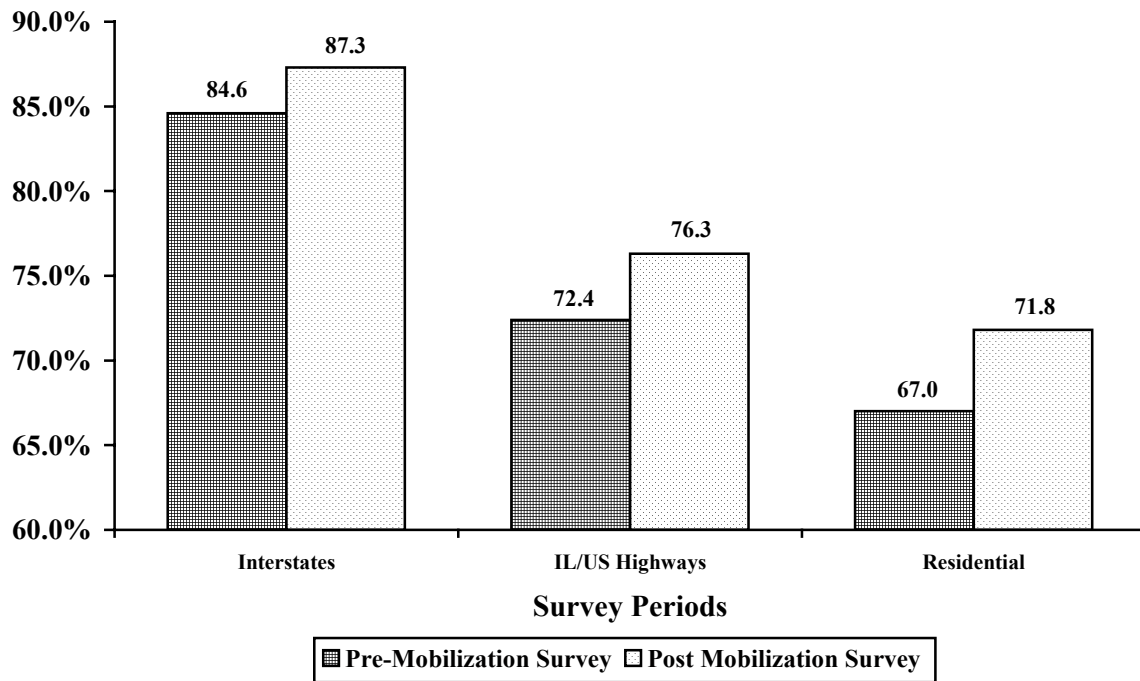
**Figure 1: Safety Belt Usage Rates for (TOTAL) Drivers and Passengers During the Pre and Post Mobilization Periods in Illinois**



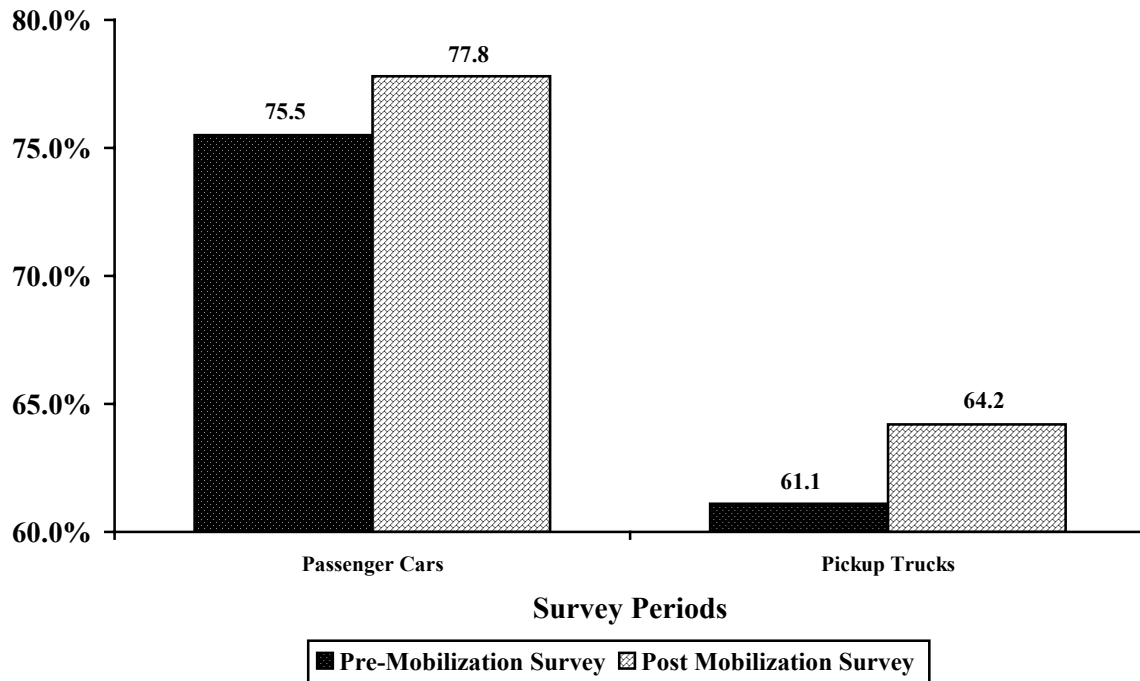
**Figure 2: Safety Belt Usage Rates (TOTAL) by Region During the Pre and Post Mobilization Survey Periods in Illinois**



**Figure 3: Safety Belt Usage Rates (TOTAL) by Road Type During the Pre and Post Mobilization Survey Periods in Illinois**



**Figure 4: Safety Belt Usage Rates (TOTAL) for Passenger Cars and Pickup Trucks During the Pre and Post Mobilization Survey Periods in Illinois**



## **DRIVER FACILITY SURVEY**



Using a statewide public opinion survey of licensed drivers prior to, during and after the mobilization of the campaign, this report evaluates the impact of the “Click It or Ticket” campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt issues. The safety belt issues include self-reported belt use, motorists’ opinion and awareness of the existing local and state safety belt enforcement programs, proposed primary seat belt law, and safety belt related media programs and slogans.

## **Objectives**

1. To collect statewide data and information on public awareness and acceptance of the safety belt program prior to, during and after the “Click It or Ticket” campaign.
2. To describe motorists’ opinions on safety belt use and related issues, controlling for demographics during the baseline and follow-up data collection periods.
3. To identify key factors to assist the Division of Traffic Safety to measure the effectiveness of the overall “Click It or Ticket” program and services in Illinois.

## **Data and Methodology**

The Illinois Department of Transportation, Division of Traffic Safety conducted a statewide motorist survey at 16 driver service facilities in Illinois prior to and after the campaign. The following steps were taken to conduct this Survey:

1. Identified 34 driver facilities within twelve counties where the annual safety belt survey sites were located. These counties include over 70 percent of population in Illinois. For more information on survey design, refer to the original report entitled “Design of the New Safety Belt Usage Survey in Illinois”, Division of Traffic Safety, Illinois Department of Transportation, January 1994.
2. Obtained data and information on the total number of clients within selected driver service facility.
3. Sampled 16 facilities out of 34 facilities within twelve selected counties.
4. Conducted survey for six days (one day per driver facility) and gathered 4,492 questionnaires.

The motorist questionnaire included 17 questions on demographics, safety belt use and related issues, such as enforcement, law, paid media and overall perception and awareness of licensed drivers on the existing traffic safety campaigns (**See Appendix A**).

A pre-post design was used to evaluate the impact of the “Click It or Ticket” on awareness of the safety belt issues. Descriptive statistics, such as frequency, rate, ratio, and proportion were used to describe safety motorists’ perception and awareness toward safety belt issues, controlling for several demographics, such as age, gender, race, and region. The main safety belt issues included self-reported belt use, motorist perception on the police enforcement, and awareness of safety belt campaigns and slogans.

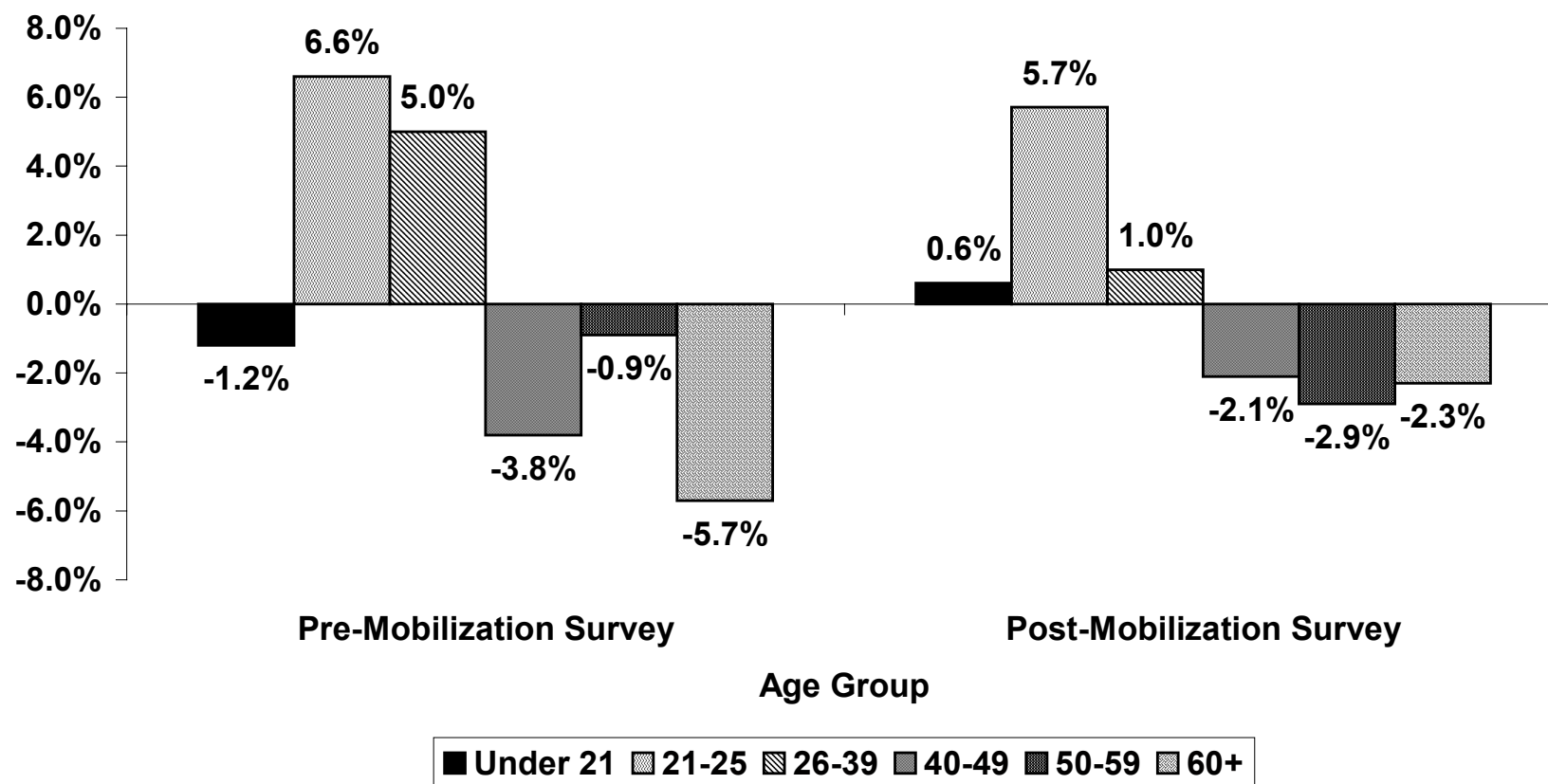
## **Summary of Findings**

**Table 4** shows demographic characteristics of the two samples. According to this table, demographic characteristics, such as age, gender, race, and region of the respondents for both samples are very similar. More than half of the samples were females. This is very close to the female licensed drivers in Illinois in 2001. In terms of age distribution, as expected, the largest percent of respondents were between 26-39, followed by those who were between 40 to 49. Between 13 and 16 percent of respondents were over 60 years old. As expected, comparing the motorist samples to the licensed drivers in Illinois in 2001, both samples over-represented drivers under 26 and underrepresented drivers over 60 years of age (**see Figure 5**). This means that the majority of those who are elderly tend to conduct their business through mail or telephone and they do not go to driver facilities. Contrary to older drivers, the younger drivers prefer to conduct their business by going to these facilities.

Over 68 percent of respondents considered themselves as “white”; between 14-18 percent were African-Americans; Hispanics represented the third largest group ranging from 5 percent to 7 percent across the samples; and Asian-Americans, Native Americans, and others race categories represented over 6 percent.

Over 49 percent of respondents drove over 10,000 miles per year, followed by those drivers who drove between 5,000-10,000 (over 28 percent). Between 20 and 22 percent of respondents said that they drove less than 5,000 miles per year.

**Figure 5: Percent Differences Between Licensed Drivers and Pre/Post Survey Periods Across Selected Age Groups During the December 2002 "Click It or Ticket" Campaign**



**Table 4: Demographic Characteristics of Pre and Post DMV Surveys During the “Click It or Ticket” Campaign in Illinois (April 28-June 8, 2003)**

	<b>Pre-Mobilization Survey (Baseline Survey)</b>	<b>Pre-Mobilization Survey (Second Survey)</b>	<b>Post Mobilization Survey</b>
<b>Gender</b>	<b>(N=1,473)</b>	<b>(N=1,561)</b>	<b>(N=1,448)</b>
Male	52.2%	48.7%	46.2%
Female	47.8%	51.3%	53.8%
<b>Age of Respondent</b>	<b>(N=1,474)</b>	<b>(N=1,562)</b>	<b>(N=1,449)</b>
Under 21	8.2%	8.2%	12.5%
21 to 25	12.9%	14.0%	15.2%
26 to 39	31.3%	33.0%	26.3%
40 to 49	18.9%	19.1%	18.6%
50 to 59	14.6%	12.8%	12.8%
60 Plus	14.2%	12.9%	14.7%
<b>Race of Respondent</b>	<b>(N=1,449)</b>	<b>(N=1,546)</b>	<b>(N=1,427)</b>
White	68.9%	68.6%	73.2%
African-American	17.1%	17.6%	14.2%
Asian-American	4.4%	5.3%	5.3%
Hispanic	7.6%	7.2%	5.4%
Native American	0.4%	0.5%	0.4%
Other	1.7%	0.9%	1.5%
<b>Miles Driven Per Year</b>	<b>(N=1,448)</b>	<b>(N=1,527)</b>	<b>(N=1,418)</b>
Less than 5,000	21.8%	20.1%	21.8%
5,001 to 10,000	28.2%	29.7%	28.9%
10,001 to 15,000	26.0%	26.1%	23.3%
More than 15,000	24.1%	24.0%	26.0%

Note: Total N is different for each category due to missing data.

**Table 5: Safety Belt-Related Characteristics of Pre and Post DMV Surveys During the “Click It or Ticket” Campaign in Illinois (April 28-June 8, 2003)**

	<b>Pre-Mobilization Survey (Baseline Survey)</b>	<b>Pre-Mobilization Survey (Second Survey)</b>	<b>Post Mobilization Survey</b>
<b>How often do you use seatbelts when you drive or ride in an automobile?</b>	<b>(N=1,462)</b>	<b>(N=1,553)</b>	<b>(N=1,444)</b>
Always	71.7%	70.3%	74.7%
Nearly Always	16.2%	16.4%	13.6%
Sometimes	8.0%	9.2%	7.9%
Seldom	2.9%	2.5%	2.9%
Never	1.2%	1.7%	1.0%
<b>What do you think the chances are of getting a ticket if you don't wear your seat belt?</b>	<b>(N=1,444)</b>	<b>(N=1,541)</b>	<b>(N=1,430)</b>
Always	22.4%	23.4%	21.1%
Nearly Always	18.8%	17.9%	17.1%
Sometimes	34.3%	34.7%	38.7%
Seldom	19.8%	18.9%	19.2%
Never	4.6%	5.2%	3.9%
<b>Do you think the Illinois State Police Enforce the seat belt law?</b>	<b>(N=1,432)</b>	<b>(N=1,532)</b>	<b>(N=1,413)</b>
Very strictly	27.0%	23.6%	24.3%
Somewhat strictly	39.6%	44.1%	42.5%
Not very strictly	23.7%	23.0%	24.8%
Rarely	8.1%	7.1%	6.9%
Not at all	1.5%	2.3%	1.6%
<b>Do you think the local police enforce the seat belt law?</b>	<b>(N=1,426)</b>	<b>(N=1,527)</b>	<b>(N=1,413)</b>
Very strictly	21.7%	21.2%	21.2%
Somewhat strictly	39.5%	40.7%	40.3%
Not very strictly	27.2%	26.3%	27.5%
Rarely	9.4%	8.8%	8.8%
Not at all	2.2%	2.9%	2.5%

Note: Total N is different for each category due to missing data.

**Table 5: (Continued)**

	<b>Pre-Mobilization Survey (Baseline Survey)</b>	<b>Pre-Mobilization Survey (Second Survey)</b>	<b>Post Mobilization Survey</b>
<b>Have you received a ticket for not wearing a seat belt?</b>	<b>(N=1,459)</b>	<b>(N=1,550)</b>	<b>(N=1,435)</b>
Yes	9.6%	11.0%	8.6%
No	90.4%	89.0%	91.4%
<b>Would you oppose/favor a primary seat belt law?</b>	<b>(N=1,441)</b>	<b>(N=1,529)</b>	<b>(N=1,421)</b>
Favor	45.8%	47.7%	50.8%
Oppose	36.6%	35.5%	32.2%
Don't Know/No Opinion	17.6%	16.9%	17.0%
<b>Have you seen or heard about a checkpoint checking for seat belt use?</b>	<b>(N=1,452)</b>	<b>(N=1,538)</b>	<b>(N=1,429)</b>
Yes	19.9%	33.2%	42.7%
No	80.1%	66.8%	57.3%
<b>Have you gone through a safety check for seat belt use?</b>	<b>(N=1,449)</b>	<b>(N=1,526)</b>	<b>(N=1,422)</b>
Yes	7.2%	6.7%	8.3%
No	92.8%	93.3%	91.7%
<b>Have you seen or heard anything about seat belts recently?</b>	<b>(N=1,452)</b>	<b>(N=1,529)</b>	<b>(N=1,420)</b>
Yes	50.1%	76.8%	84.8%
No	49.9%	23.2%	15.2%

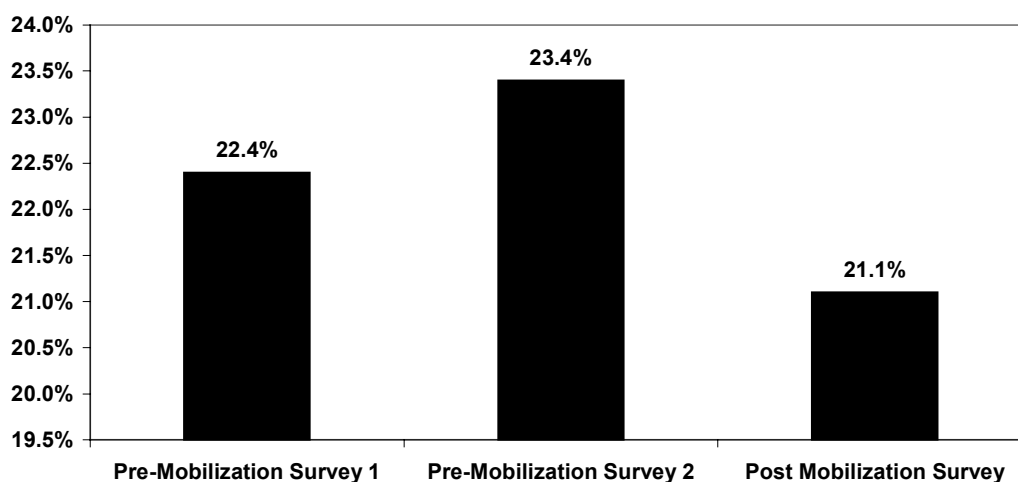
Note: Total N is different for each category due to missing data.

## Descriptive Findings of Safety Belt Related Issues

**Table 5** contains frequency and percentage distributions of motorists' opinions regarding safety belt issues. Over 70 percent of respondents during all three survey periods said they always wear their seat belts. As expected, there were not any significant differences in self-reported safety belt usage rates between pre and post mobilization surveys.

**Figure 6** depicts that over 21 percent of respondents believe there is "always" a chance that they can receive a ticket for not wearing a seat belt. The rate decreased from 22.4 percent during pre-mobilization to 21.1 percent during the post-mobilization period.

**Figure 6: Percent Distribution of Those Respondents Who Said There Is Always A Chance Of Getting A Ticket For Not Wearing Safety Belt During the June 2003 "Click It or Ticket" Campaign**

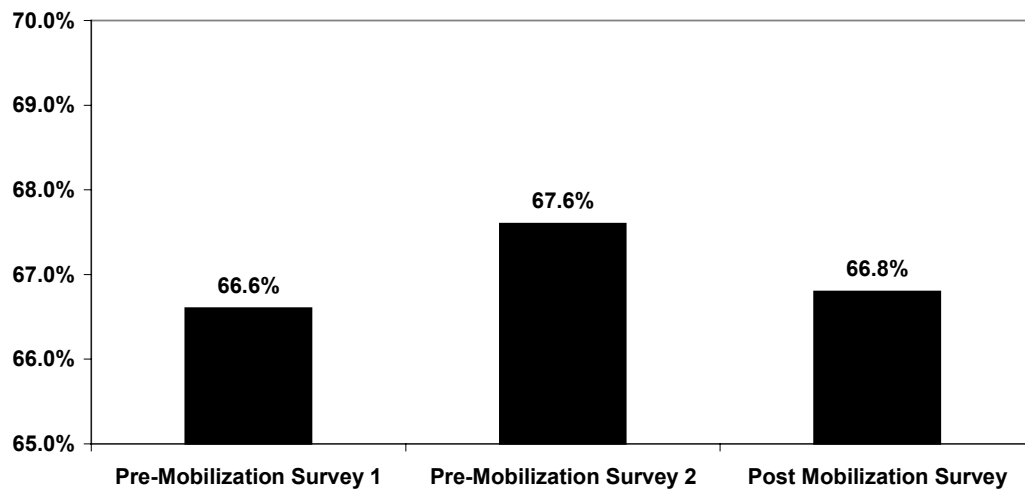


**Figure 7** shows that over 66 percent of respondents said the Illinois State Police strictly enforce the seat belt law in Illinois. There was relatively no change during the pre and post surveys (a slight increase of 0.2 percent).

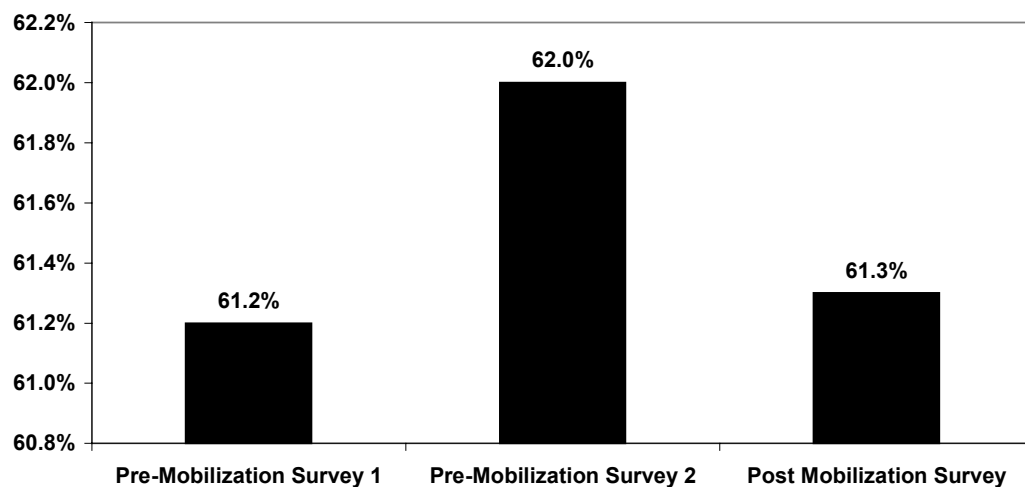
A similar trend is noticed when respondents are asked if the local police in their area enforce the seat belt law. According to **Figure 8**, about 61 percent of respondents believe that the local police departments strictly enforce the seat belt law, while the rest believe that local police

departments do not enforce the seat belt law very often. There was relatively no change from the pre survey to the post survey (an increase of 0.1 percent).

**Figure 7: Percent Distribution of Those Respondents Who Said Illinois State Police Strictly Enforce the Safety Belt Law During the June 2003 "Click It or Ticket" Campaign**



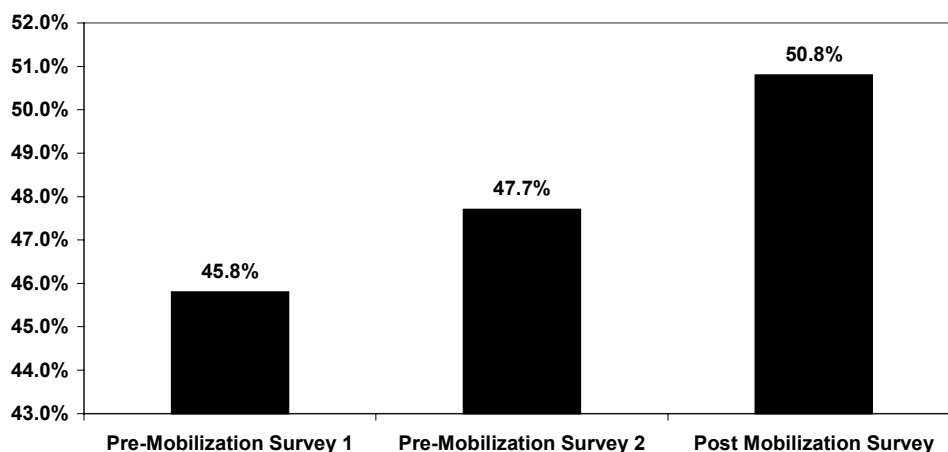
**Figure 8: Percent Distribution of Those Respondents Who Said Illinois Local Police Strictly Enforce the Seat Belt Law During the June 2003 "Click It or Ticket" Campaign**



**Figure 9** shows the percentage of respondents who said they would favor a proposed primary belt law in Illinois. The percent of those respondents who favored a primary belt law slightly increased from 45.8 percent before the campaign to 50.8 percent after the campaign.



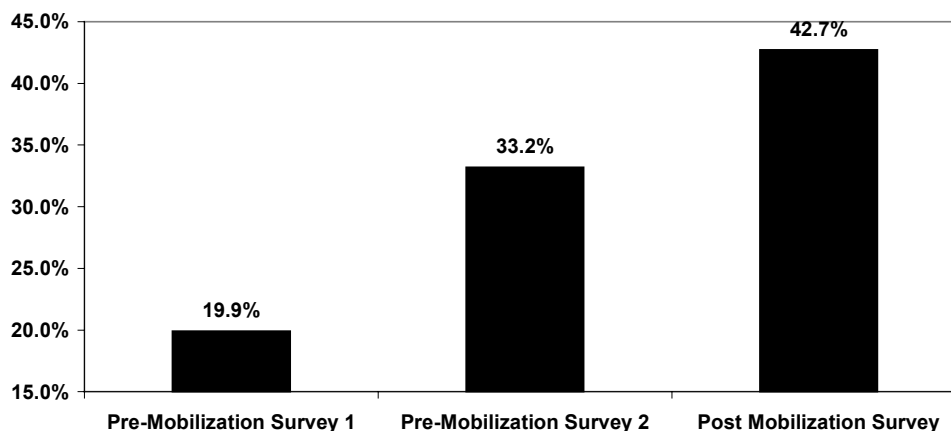
**Figure 9: Percentage Distributions of Those Respondents Who Would Favor a Primary Belt Law During the June 2003 "Click It or Ticket" Campaign**



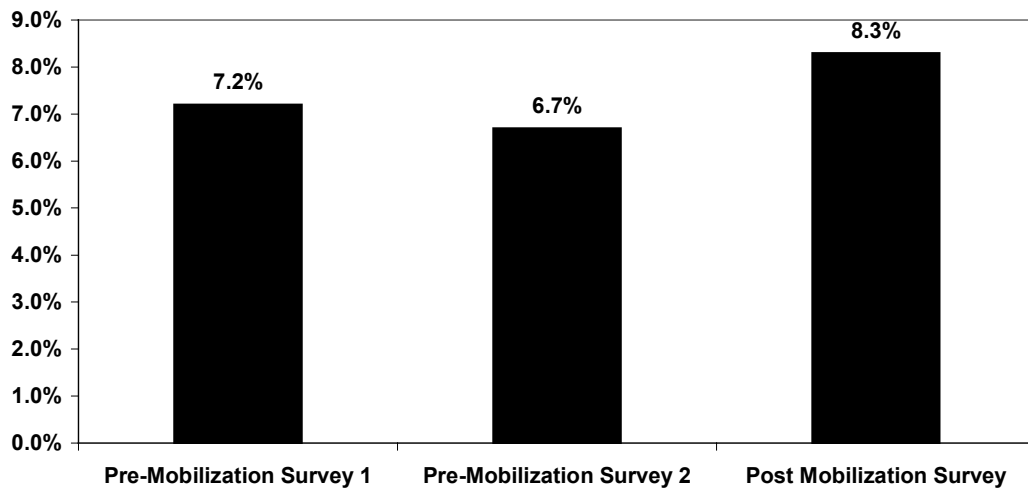
**Figure 10** shows the percent of respondents who said they had seen or heard about checkpoint checking for seat belt use increased from 19.9 percent during the pre survey to 42.7 percent during the post survey (an increase of 22.8 percentage points).

There was a slight percent increase of respondents who said they have gone through a seat belt checkpoint from 7.2 percent during the pre mobilization to 8.3 percent during the post mobilization (See **Figure 11**).

**Figure 10: Percent Distribution of Those Who Said They Have Seen/Hear About a Checkpoint Checking for Seat Belt Use During the June 2003 "Click It or Ticket" Campaign**

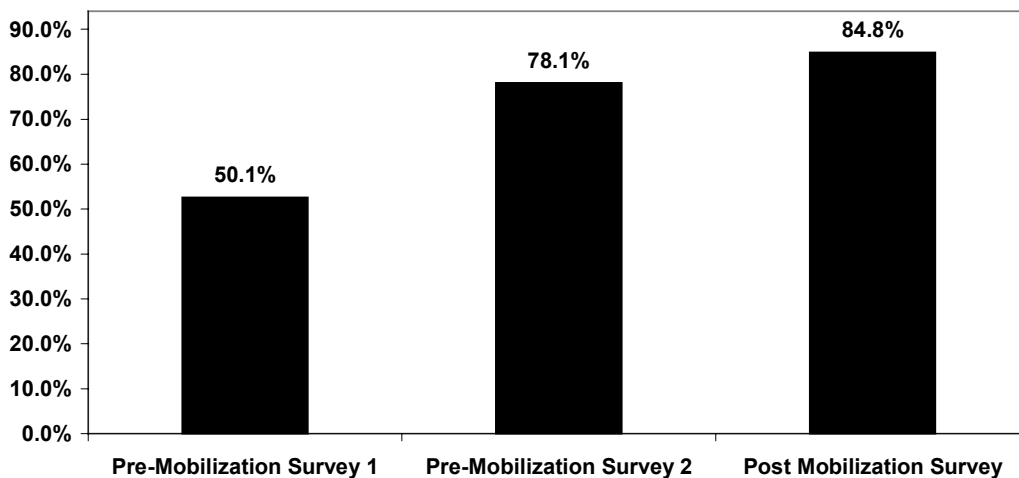


**Figure 11: Percentage Distribution of Those Who Said They Have Gone Through A Checkpoint Checking for Seat Belt Use During the June 2003 "Click It or Ticket" Campaign**

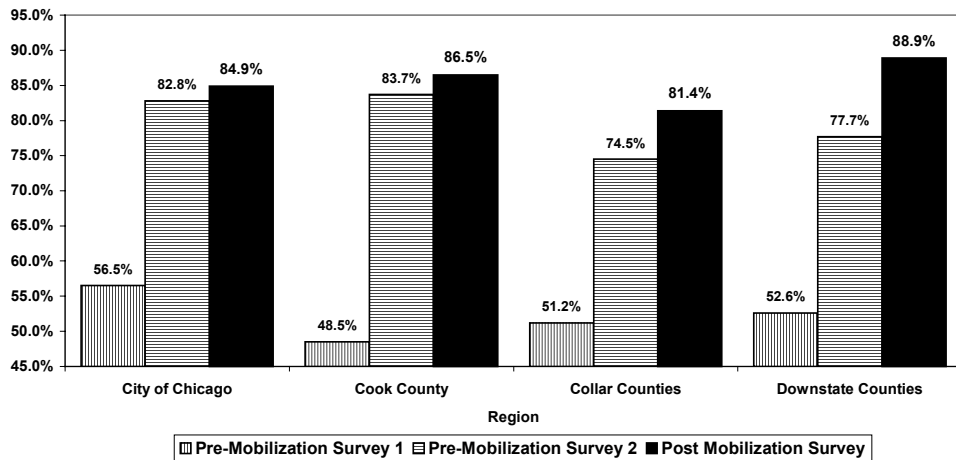


**Figure 12** indicates that the percent of those respondents who have seen or heard about safety belt materials increased by a margin of over 34 percent during the campaign. There were large increases in the percentage of respondents who have seen or heard about safety belt materials in each region of the state. Respondents from Cook County had the highest rate of increase of awareness of safety belt materials (**See Figure 13**).

**Figure 12: Percent Distributions of Those Who Said They Have Seen/Hear Safety Belt Materials During the June 2003 "Click It or Ticket" Campaign**

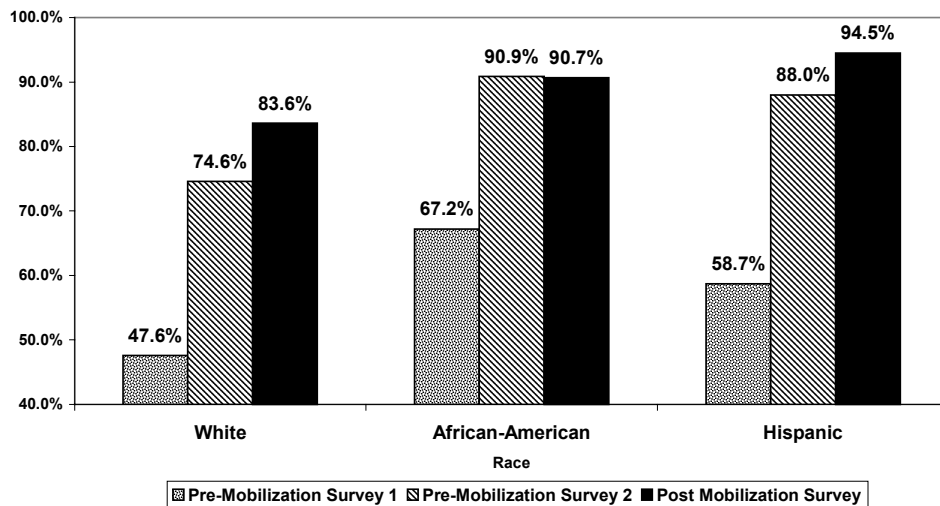


**Figure 13: Percentage Distributions of Those Who Said They Have Seen/Hear Safety Belt Materials by Region During The June 2003 "Click It or Ticket" Campaign**



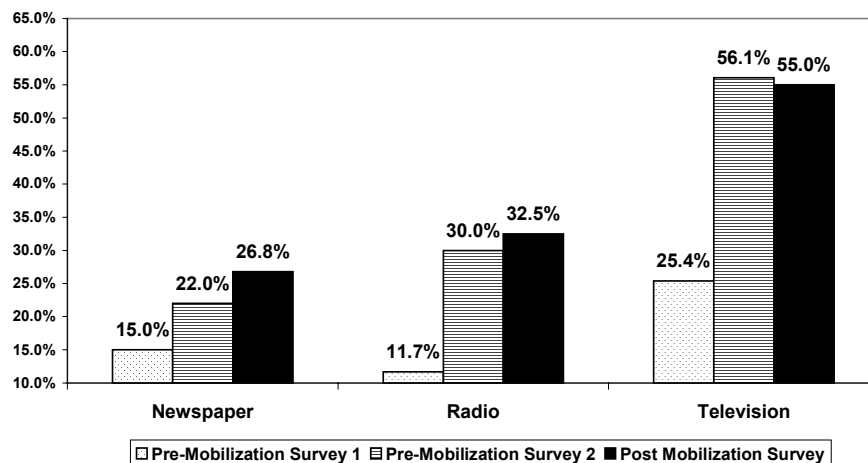
According to **Figure 14**, African-American respondents had the highest rate of awareness of safety belt materials at over 67 percent during the pre survey, followed by Hispanic respondents who had a rate of over 58 percent. Those respondents who considered themselves as "white" had the rate of awareness of safety belt materials at over 47 percent. In addition, the rate of increase in the awareness of safety belt materials was 36 percent among "white" respondents, followed by Hispanic respondents who had a rate of increase of 35.8 percent, while African-Americans had a rate of increase of 23.5 percent.

**Figure 14: Percentage Distributions Of Those Who Have Heard/Seen Safety Belt Materials By Race During The June 2003 "Click It or Ticket" Campaign**



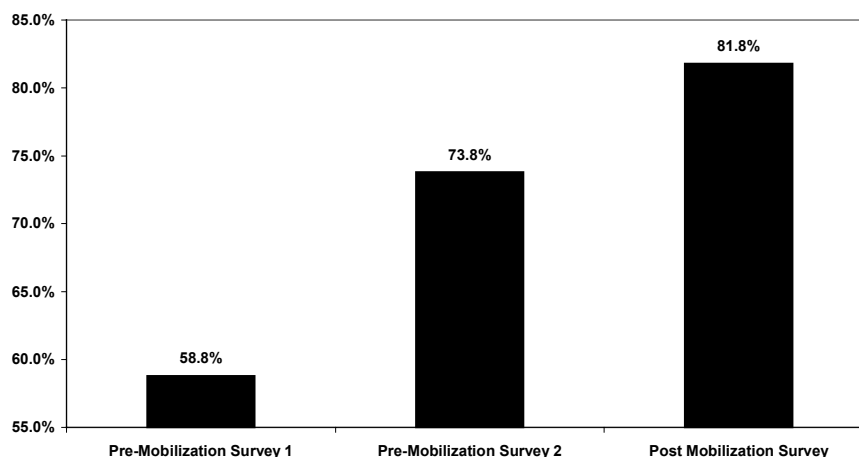
**Figure 15** shows percentage distribution of those who said they have seen or heard seat belt materials through selected media across the three survey periods. The majority of respondents (over 25 percent) had heard or seen safety belt materials through TV, followed by the radio and newspaper. As shown in this figure, the percent awareness of the safety belt materials during the post survey is significantly higher than that during the pre survey.

**Figure 15: Percentage Distributions of Those Who Have Heard/Seen Information About Seat Belts Via the Following Media During the June 2003 "Click It or Ticket" Campaign**



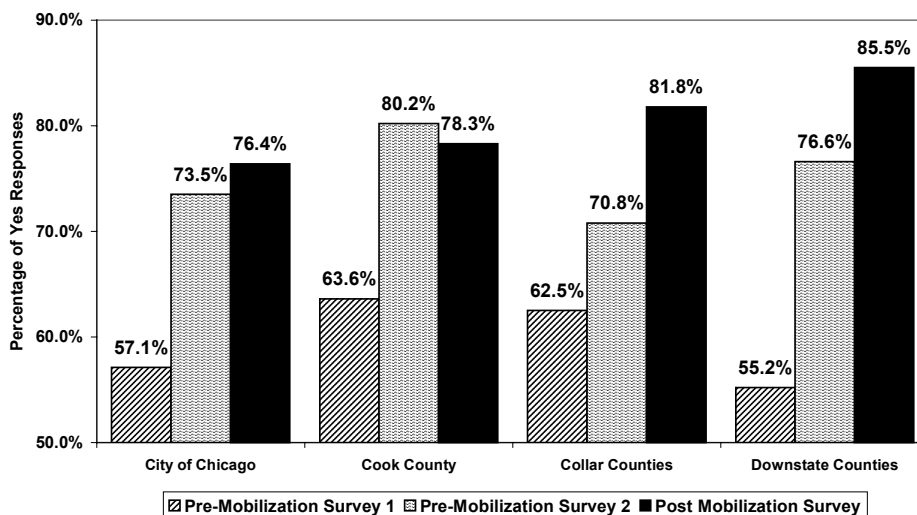
**Figure 16** shows percentage distribution of those who said they have seen or heard the "Click It or Ticket" message during the campaign. The percent awareness of "Click It or Ticket" increased by 23 percentage points from 58.8 percent during the pre mobilization to 81.8 percent during the post mobilization period.

**Figure 16: Percentage Distributions Of Those Who Have Heard or Seen "Click It or Ticket" During the June 2003 Campaign**



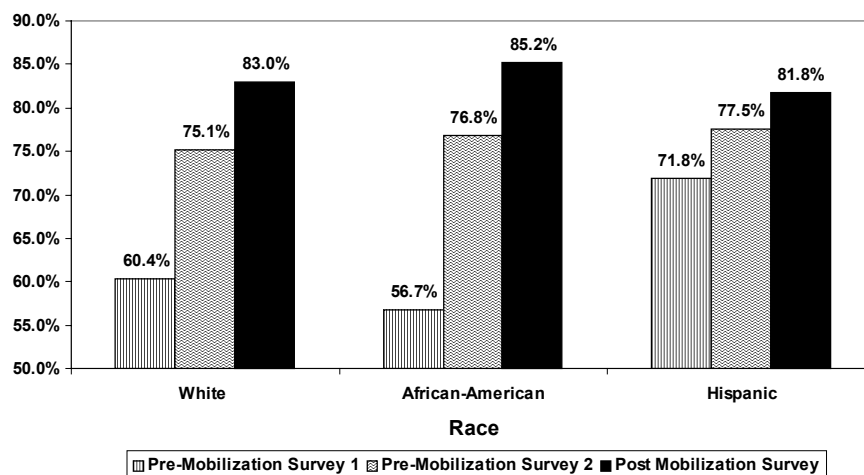
**Figure 17** shows that respondents from the Downstate Counties had the highest rate of increase in awareness of the “Click It or Ticket” message (30.2 percentage points), followed by Collar County and City of Chicago respondents who both had increases of 19.3 percentage points. Cook County had an increase of 14.7 percentage points.

**Figure 17: Percentage Distributions of Those Who Have Seen/Hear “Click It or Ticket” by Region During June 2003 Campaign**



**Figure 18** shows the percent awareness of the “Click It or Ticket” message by race during the campaign. African-Americans had the highest rate of increase at 28.5 percent and those who considered themselves as “white” had a rate of increase of 22.6 percentage points, while Hispanic respondents had a percent increase of only 10 percent.

**Figure 18: Percentage Distributions Of Those Who Have Heard Or Seen the “Click It or Ticket” Campaign by Race During The June 2003 Campaign**



## **TELEPHONE SURVEY**

# **The Illinois Statewide Spring 2003 Pre-Test / Post-Test Seat Belt Enforcement Campaign Survey**

*Conducted for*  
**Illinois Department of Transportation**

*Conducted by*  
**Survey Research Office**  
**Lincoln Presidential Center for Governmental Studies**  
**University of Illinois at Springfield**

## **Summary Report**

Field Interviewing: May, 2003 and June, 2003  
Report: August, 2003

*Written by*  
Richard Schuldt, Director, UIS/SRO  
*With assistance from*  
Mark Winland, Colleen Swaim, and Kelly Best  
Graduate Assistants, UIS/SRO

## **Introduction**

In the Spring of 2003, the Illinois Department of Transportation contracted with the Survey Research Office, located in the Lincoln Presidential Center for Governmental Studies, at the University of Illinois at Springfield to conduct three telephone surveys.<sup>1</sup> Two of the surveys were conducted before and after a major seat belt initiative that involved both media and enforcement-related activities that occurred during a time period surrounding Memorial Day Weekend, 2003. Interviewing for the “pre-test” (before) survey was conducted from April 25 to May 4, 2003, and interviewing for the “post-test” (after) survey was conducted from June 3 to 18, 2003.

## **Methodology**

The sampling methodology for the two surveys was the same. The state was stratified into the Chicago metro area and the remaining Illinois counties, known as “Downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago Area Suburbs, which included the Cook County Suburbs and the Suburbs in the five “Collar” Counties. The Downstate area was further subdivided into North/Central Illinois and Southern Illinois. Thus, the statewide pre- and post-test surveys had four stratified geographic regions: City of Chicago, Chicago Suburban Counties, and the Downstate Counties, subdivided into North/Central Illinois and Southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago Suburban Counties, North/Central Illinois, and Southern Illinois).

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the

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<sup>1</sup> The Center’s full name is the Abraham Lincoln Presidential Center for Governmental Studies, located at the University of Illinois at Springfield. It is the former Institute for Public Affairs. The second of the surveys doubles as a pre-test survey for a DUI enforcement initiative, and the third survey is the post-test for this initiative.

time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. Altogether, 560 respondents were interviewed for the pre-test survey, and 623 were interviewed for the post-test survey.<sup>2</sup> By stratification group, they are distributed as follows.

	Pre-Test	Post-Test
City of Chicago	113	160
Chicago Suburban Counties	228	177
Downstate Counties	219	286
<i>North/Central Illinois</i>	<i>137</i>	<i>166</i>
<i>Southern Illinois</i>	<i>82</i>	<i>120</i>

The sampling error for the statewide results is under +/- 5 percent (at the 95<sup>th</sup> confidence level) for both the pre-test survey (+/- 4.2%) and the post-test survey (+/- 4.0%). The error for subgroups is, of course, larger.

In the following summary, the statewide results for both surveys have been weighted to arrive at a proper distribution by region and by gender. No other weighting has been applied.

## Results

In the results that follow, we focus on those questions most pertinent to the seat belt initiative. We also focus on the statewide and regional results, specifically highlighting the changes that occurred from the pre-test to the post-test. We also examined the results by the demographic characteristics of gender, age (three groupings), race (white/non-white), and whether or not the household has children. The full results are presented in the accompanying Pre-Test/Post-Test Tables compiled for the project. In this summary report, percentages have been rounded to integers.<sup>3</sup>

***Demographic characteristics of the samples.*** Before reporting the seat belt-related results, it is worth noting that the pre-test and post-test statewide samples are very similar demographically. The largest difference appears to be that for employment status, where the post-test survey has fewer full-time employees (37%, compared to 45% in the pre-test). The post-test respondents are also somewhat younger and have somewhat more minority respondents. The post-test sample also has somewhat more households with more than one person of driving age in the household.

## Reports of seat belt usage

**When driving, how often do you wear your seat belt?** Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt “all of the time” is generally the same in the pre-test and post-test, 82 percent in both the pre-test and the post-test.<sup>4</sup> Small and statistically insignificant increases occurred in both the City of Chicago and North/Central Illinois. A decrease in this percentage actually occurred in Southern Illinois (80% to 71%).

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<sup>2</sup> There was some attrition during the interviewing, with the result that 528 full completions were obtained for the pre-test survey and 576 full completions were obtained for the post-test survey. The sampling error presented is based on the average between partial and full completion numbers.

<sup>3</sup> When the decimal is .5, we round to the even integer.

<sup>4</sup> The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.



**When was the last time you did not wear your seat belt when driving?** The percent who indicated that the last time they did not wear their seat belt was *more than a year ago* (or said they always wear one) is also very stable, 60 percent in the pre-test and 61 percent in the post-test. Changes in this percentage are greatest in the City of Chicago and Southern Illinois, with an increase of nearly 8 percentage points occurring in Chicago (56% to 64%) and a decrease of the same occurring in Southern Illinois (57% to 49%).

The proportion who said they had not worn a seat belt *within the last day* declined slightly, from 12 percent in the pre-test to 8 percent in the post-test. The only regional exception here is again Southern Illinois where there was a small increase in this percentage (11% to 16%).

When asked why they did not wear a seat belt the last time they did not wear one, by far the most frequent reason given was that the respondent was driving a short distance (51% of reasons given in the pre-test, 38% in the post-test). Also mentioned by more than one in ten of the respondents giving reasons were: forgot to wear one (12% in pre-test, 17% in post-test); and not convenient or comfortable (14% in post-test).

**In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?** The percent who said their use of seat belts had increased in the past thirty days increased by 5 percentage points, and this represented a doubling of the pre-test percent, from 5 percent in the pre-test to 10 percent in the post-test. This increase was consistent for every region except Southern Illinois, where the percent who said their use had increased was stable (11% and 12%) and had been at a higher level in the pre-test survey.

## **Awareness of and attitudes toward seat belt laws**

**As far as you know, does Illinois have a law requiring adults to use seat belts?** Nearly every respondent in both the pre-test and post-test surveys indicated being aware that Illinois has a law requiring adults to wear seat belts.

**Primary enforcement: awareness and opinions.** *According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?* The percent who incorrectly said that, according to Illinois state law, police can stop just for a seat belt violation is just over two-thirds in both the pre-test and post-test surveys (69% and 71%, respectively).<sup>5</sup> (However, interpretation of these results is somewhat problematic because the Illinois legislature passed a primary seat belt enforcement law during the Spring session, and it took effect on July 1, 2003. Yet, these results are only slightly greater than those found in earlier surveys during 2002.)

Belief that the police have primary enforcement ability is somewhat more prevalent in the Chicago Metro Area than downstate. And, Southern Illinois is the only region that shows an increase in this belief that is at all sizeable from the pre- to post-test (57% to 62%).

**In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken?** About two-thirds in both the pre-test and post-test surveys believe police should be allowed to stop a vehicle for seat violations without another traffic law violation (68% in both surveys). This opinion is somewhat more prevalent in the Chicago Metro Area than in Downstate Illinois (for City of Chicago, 70% up to 75%; and for Suburbs, stable at about 71-72%). Furthermore, in Downstate Illinois, this opinion was less prevalent in the post-test than in the pre-test (64% to 57%), and this was particularly the case for Southern Illinois (60% to 47%).

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<sup>5</sup> It should be noted that this question could be somewhat confusing for respondents who are in municipalities that have seat belt primary enforcement laws. Further, the Illinois legislature passed a primary seat belt enforcement law during the Spring Session in 2003.

**In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats?** About 90 percent (or somewhat more) believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats. This conclusion applies to both the pre-test and post-test surveys and in each of the regions being analyzed.

## **Attitudes about wearing seat belts**

**Agree / disagree with selected statements about seat belts.** Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

***Agree/disagree: Seat belts are just as likely to harm you as help you.*** The percent who disagreed with this statement increased somewhat, from 65 percent in the pre-test to 70 percent in the post-test. In the pre-test, the percent who disagreed varied from a low of 62 percent in the City of Chicago to a high of 67 percent in the Chicago Suburbs. In both of the Chicago Metro Areas, there was a small increase in this percentage who disagreed. In North/Central Illinois, this percentage was stable. And, in Southern Illinois, there was a small decline in this percentage. However, it should be noted that the percentage who strongly disagreed did increase in the two downstate regions.

***Agree/disagree: If you were in an accident, you would want to have your seat belt on.*** Statewide, percentages midway between 80 and 90 percent strongly agree with this statement in the pre-test and post-test (84% and 86%). This hides differences between the Chicago Metro Area and Downstate respondents. In the Chicago Metro Area, percentages of at least 86 percent and usually more near 90 percent or above strongly agree in both the pre- and post-test. In Downstate, about three-quarters strongly agreed in the pre-test, and this increased to just over 80 percent in the post-test. In all cases, few disagree with this statement, but downstate it does appear that about one in twenty (~5%) do so.

***Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.*** The percent of respondents who “strongly disagree” with this statement increased somewhat, from 64 percent in the pre-test to 68 percent in the post-test. And, the percent who disagreed at all increased somewhat from 84 percent to 88 percent.

For this opinion, there is substantial stability in both the Suburban Chicago area and in North/Central Illinois. In both the City of Chicago (+13% pts.) and Southern Illinois (+14% pts.), there is a substantial increase in the percentage who strongly disagreed. [But, in Southern Illinois, there was also a sizeable decrease (-10% pts.) in the percent who “somewhat disagreed,” so it was the intensity of disagreement rather than the total amount who disagreed where we see the biggest change.]

## **Perceptions of and attitudes toward seat belt law enforcement**

**Perceptions of seat belt law enforcement.** Several questions in the interview solicited respondents’ perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

***The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?*** Statewide, the percent who indicated that getting a ticket would be “very likely” or “somewhat likely” increased modestly from 51 percent in the pre-test to 57 percent in the post-test. But, a substantial increase occurred for those saying “very likely” (26% to 35%). The percent who said this would be “very

*unlikely*” decreased somewhat from 23% to 19%. The percent who indicated that this was “*very likely*” increased substantially in three of the four regions (+9 to +11% pts.). However, in Southern Illinois, we actually find a small decline in this percentage.

***Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.*** Statewide, the percent who *agree* at least to some extent with this statement decreased from 44 percent in the pre-test to 36 percent in the post-test. Those who “*strongly disagree*” decreased from 21 percent to 14 percent.

*In the City of Chicago*, there was a substantial decrease in those who strongly agreed (34% to 16%), an increase in the percentage who disagreed (18% to 26%), and an increase in the percentage who said they did not know (21% to 30%). *In the Chicago Suburbs*, there was a decrease in those who strongly agreed (20% to 14%) and an increase in those who disagreed (26% to 34%). *In both downstate regions*, there were sizeable decreases in the percentage who said they did not know (30% to 20% in North/Central; and 33% to 21% in Southern Illinois) and sizeable increases in the percentage who disagreed with this statement (31% to 44% in North/Central Illinois; and 35% to 44% in Southern Illinois.)

***Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.*** Statewide, there is a substantial increase in those who agree that police in their community are writing more tickets (28% to 43%), and also a sizeable increase in the percent who “strongly agree” (12% to 21%).

In both the pre-test and post-test surveys, agreement with this statement is more prevalent in the two downstate regions than in the Chicago Metro Area. The increase in those who strongly agree is sizeable in all regions (+7 to +8% pts. in the Chicago Metro Area and +10 to +12% pts. in the Downstate Regions). The increase in those who agree at all is even greater (+15 to +16% pts. in three regions and +11% pts. in Southern Illinois).

**Attitudes about the importance of seat belt enforcement.** Two questions in the interview solicited respondents’ attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

***Agree/disagree: It is important for police to enforce the seat belt laws.*** About six of ten statewide respondents “*strongly agree*” that it is important for police to enforce seat belt laws, and another approximate one-quarter “*somewhat agree*.” This generalization basically holds for both the pre-test and the post-test. However, there are regional differences, with downstate respondents somewhat less likely to agree with this statement. For instance, more than 60 percent of Chicago Metro Area respondents strongly agree with this statement compared to 50 to 56 percent in the two downstate areas. And, about one in ten, or just slightly more, disagree with this statement in the Chicago Metro Area compared to proportions at or approaching one in five in downstate Illinois. In North/Central Illinois, disagreement increased from a level similar to that in the Chicago Metro Area in the pre-test to a level more similar to their Southern Illinois Downstate counterparts in the post-test. In the most recent survey, strong disagreement was found to have increased among downstate respondents, with one in ten choosing this option. Strong disagreement also increased in the Chicago Suburban Area from the pre-test to post-test surveys. (Although we certainly cannot prove the case with this data, it is possible that this increase is related to the new primary enforcement law.)

***Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?*** For this question, which came near the end of the interview questions that related to seat belts, the statewide pre-test and post-test results are very similar, with the pre- and post-test results both being just under 80 percent for those saying it is either “very” or “fairly” important (79% and 78%).

The results in the Chicago Suburban Area are also quite stable. However, in the City of Chicago, the percent who said either “very” or “fairly” important decreased from 85 percent to 76 percent. In North/Central Illinois, the percent who said “very” important increased substantially (46% to 55%), while the total who either said “very” or “fairly” important also increased (69% to 77%). In Southern Illinois, the percent who said “very” important actually decreased (52% to 44%), yet the total who either said “very” or “fairly” important decreased to a much lesser degree (70% to 67%).

## **Exposure to seat belt awareness and enforcement activities in past thirty days**

***Awareness of special police efforts to ticket for seat belt violations.*** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” jumped from 12 percent in the pre-test survey to 49 percent in the post-test survey. Awareness increases of between 35 and 40 percentage points are found for every region: City of Chicago (14% to 49%); Chicago Suburbs (10% to 46%); North/Central Illinois (14% to 54%); and Southern Illinois (11% to 48%). *Of those who indicated having seen or heard of these special efforts,* the statewide percentages who saw or heard about them through newspaper and through friends and neighbors were quite stable from the pre-test to the post-test. The percent *of these respondents* who had seen/heard about these efforts from radio increased 11 percentage points, and the percent *of these respondents* who had heard through television increased by 31 percentage points.

***Awareness of roadside safety checks.*** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” jumped from 16 percent in the pre-test survey to 37 percent in the post-test survey.<sup>6</sup> This increase was greatest in North/Central Illinois (16% to 47%, + 31% pts.), but the incidence of awareness is greatest in Southern Illinois in both surveys (29% to 49%, + 20% pts.). However, the increases in the Chicago Metro Area were also substantial: City of Chicago (14% to 37%, + 23% pts.); and Chicago Suburbs (15% to 35%, + 20% pts.). *Of those who had seen or heard anything about roadside safety checks,* the statewide percent who indicated they had personally seen such checks increased somewhat, from 23 percent in the pre-test to 29 percent in the post-test. This masks regional differences, with stability found in this percentage in Downstate Illinois, a large increase in this percentage in the Chicago Suburbs (12% to 39%), and a decrease in the City of Chicago (37% to 23%).

It should be noted that a decline, in some sense, would not be surprising here because the post-test results come from a broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. When these results are based *on all sample members* (and not just those aware), we find the percent who have seen a roadside safety check almost tripled, from less than 4 percent in the pre-test to over 10 percent (11%) in the post-test. This *increase* is most sizeable in the Chicago Suburbs (2% to 14%), is about half this amount for the Downstate Regions (3% to 10% for North/Central Illinois, and 9% to 16% for Southern Illinois), and is even smaller in the City of Chicago (5% to 8%). When *those who had personally seen a roadside check,* were asked whether they have “*personally been through a roadside check in the past thirty days, either as a driver or as a passenger,*” the pre-test and post-test results are very similar, at 43 percent and 41 percent, respectively.

***Awareness of special police efforts to ticket for child seat belt violations.*** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community if children in their vehicles are not wearing seat belts or are not in car seats*” stood at 11 percent in the pre-test survey. This question was not asked in the post-test survey.

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<sup>6</sup> For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

***Awareness of messages to encourage people to wear seat belts.*** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 63 percent in the pre-test survey to more than 80 percent (82%) in the post-test survey. The size of this increase is about the same in the two Chicago Metro Regions (62% to 84% for the City of Chicago; and 58% to 81% for the Chicago Suburbs). The increase is also sizeable in North/Central Illinois (68% to 83%). However, in Southern Illinois where the awareness was the greatest in the pre-test survey, there is little change in this awareness (75% to 77%).

*Of those who had seen or heard such messages,* the statewide percent who indicated exposure through television (59% to 76%), radio (30% to 44%), and friends and relatives (14% to 26%) had double-digit percentage point increases. Exposure through newspapers showed a smaller increase (22% to 27%). Exposure to these messages through television had double-digit increases in each of the four regions, while the same is true for radio for three of the four regions. The exception here is Southern Illinois where exposure through the radio remained quite stable.

Awareness through friends and relatives among those who were aware of such messages shows double-digit percentage point increases in all regions except Suburban Chicago, where a smaller increase of 7 percentage points is found. Increases in exposure among these respondents through a newspaper is greatest in the City of Chicago (17% to 29%) and in North/Central Illinois (22% to 31%), is smaller in Southern Illinois (26% to 31%), and is non-existent in the Chicago Suburbs (24% and 23%).

*Those who had seen or heard messages encouraging people to wear seat belts* were asked whether “*the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.*” The statewide percent of *these respondents* choosing “more than usual” increased almost five-fold, from 12 percent in the pre-test to 59 percent in the post-test. This increase is very sizeable in every region: City of Chicago (18% to 73%); Chicago Suburbs (12% to 59%); North/Central Illinois (9% to 47%); and Southern Illinois (9% to 54%).

***Awareness of other activities that encouraged people to wear seat belts.*** The percent who indicated that, “*in the past thirty days,*” they had seen or heard other activities that encouraged people to wear their seat belts shows a very small increase, from 9 percent in the pre-test to 12 percent in the post-test. Very small to small increases here are found both in every region.

***Awareness of advertisements or activities encouraging adults to make sure children use car seats or wear seat belts.*** When pre-test respondents were asked whether “*in the past thirty days*” they had seen or heard “*any advertisements or activities ... that encouraged adults to make sure that children use car seats or seat belts,*” almost one-third (32%) said they had. This incidence is in the range of 29 to 35 percent for every region except Southern Illinois, where it was a higher 43 percent. This question was not asked in the post-test.

## **Awareness of selected traffic safety slogans**

Respondents were asked about their awareness of selected traffic safety “slogans” (with awareness of child passenger safety seat checks also asked in the pre-test survey). The statewide results, reported below by level of pre- to post-test percentage point increases, shows that awareness of Click It or Ticket increased substantially, from two-thirds in the pre-test to 85 percent in the post-test. And, awareness of this slogan showed double-digit percentage point increases in awareness for every region (City of Chicago, 59% to 84%; Chicago Suburbs, 70% to 84%; North/Central Illinois, 69% to 85%; and Southern Illinois, 67% to 86%).

A large increase also occurred for the first part of the slogan in the second item, “Police in Illinois arrest drunk drivers,” from 29% (for the full slogan) to 48% for this part.<sup>7</sup>

	<i>Pre- test</i>	<i>Post- test</i>	<i>Diff.*</i>
Click It or Ticket .....	67%	85%	+18%
Police in Illinois arrest drunk drivers** / Wanna drink and drive, police in Illinois will show you the bars .....	29%	48%	+19%
(second part of this slogan only) .....	29%	24%	-6%
Cell phones save lives. Pull over and report a drunk driver .....	39%	46%	+7%
Buckle up America .....	48%	53%	+6%
Drive smart, drive sober .....	65%	67%	+2%
Children in back .....	22%	24%	+2%
Stupid driving tricks .....	5%	7%	+2%
Smart motorists always respect trucks .....	11%	11%	+0%
Help promote wreck-less driving. Don’t hang out in the no zone .....	10%	9%	-1%
Operation A-B-C .....	7%	5%	-2%
Child passenger safety seat checks .....	45%	na	na

\*Differences are based on actual differences, not the rounded integer results presented.

\*\*In the pre-test survey, this was presented as one slogan. In the post-test survey, it was split into two parts. The results in the first line for this item represent the post-test results for the first part of the slogan.

Because there were media/enforcement campaigns earlier in the past year for which we have pre-test and post-test information, it is worth presenting the most recent pre/post results with those found in for the latest results to produce a longer cross-sectional trend line. These are presented in the table on the next page.

Focusing on the Click It or Ticket slogan, the first campaign (surrounded by the April and June 2002 surveys) was associated with an increase in awareness from 41 percent to 71 percent. The second campaign (surrounded by the November and December 2002 surveys) was associated with a small increase in awareness of 67 percent to 71 percent. And, the last campaign is associated with an increase of 67 percent to 85 percent.<sup>8</sup>

<sup>7</sup> In the pre-test survey, the full slogan was presented. In the second survey, the slogan was split into two parts. We listed it second here because of the differential results according to which part of the slogan was asked about in the post-test survey.

<sup>8</sup> We use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality.

## Awareness of Selected Traffic Safety Slogans

### April 2002 through June 2003

Slogan	April 2002 Pre-test	June 2002 Post-test	Nov 2002 Pre-test	Dec 2002 Post-test	May 2003 Pre-test	June 2003 Post-test
Click It or Ticket	41%	71%	67%	71%	67%	85%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%
Buckle Up America	60%	60%	53%	54%	48%	53%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%
Children in back	20%	25%	19%	21%	22%	24%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%
Help promote wreck-less driving. Don't hang out in the no zone	9%	12%	8%	8%	10%	9%
Stupid driving tricks	6%	6%	5%	6%	5%	7%
Operation A-B-C	4%	6%	4%	6%	7%	5%

\*Except for the June 2003 Post-test, this was one slogan.

# **APPENDIX A**

## **Driver Facility Survey Instrument**



### Motorist Survey at Selected Driver Facilities in Illinois

***The Illinois Department of Transportation is interested in your opinion on traffic safety issues, mainly seat belts in Illinois. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.***

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1. Your Sex: 1 ☐ Male 2 ☐ Female
2. Your age: 1 ☐ Under 21 2 ☐ 21-25 3 ☐ 26-39 4 ☐ 40-49 5 ☐ 50-59 6 ☐ 60 Plus
3. Your race: 1 ☐ White 2 ☐ Black 3 ☐ Asian 4 ☐ Native American 5 ☐ Hispanic 5 ☐ Other
4. Are you of Spanish/Hispanic origin? 1 ☐ Yes 2 ☐ No
5. Your Zip Code: \_\_\_\_\_
6. About how many miles did you drive last year?  
1 ☐ Less than 5,000 2 ☐ 5,000 to 10,000 3 ☐ 10,001 to 15,000 4 ☐ More than 15,000
7. What type of vehicle do you drive most often?  
1 ☐ Passenger car 2 ☐ Pickup truck 3 ☐ Sport utility vehicle 4 ☐ Mini-van 5 ☐ Full-van 6 ☐ Other
8. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?  
1 ☐ Always 2 ☐ Nearly always 3 ☐ Sometimes 4 ☐ Seldom 5 ☐ Never
9. What do you think the chances are of getting a ticket if you don't wear your seat belt?  
1 ☐ Always 2 ☐ Nearly Always 3 ☐ Sometimes 4 ☐ Seldom 5 ☐ Never
10. Do you think the Illinois State Police enforce the seat belt law:  
1 ☐ Very strictly 2 ☐ Somewhat strictly 3 ☐ Not very strictly 4 ☐ Rarely 5 ☐ Not at all
11. Do you think local police enforce the seat belt law:  
1 ☐ Very strictly 2 ☐ Somewhat strictly 3 ☐ Not very strictly 4 ☐ Rarely 5 ☐ Not at all
12. Have you ever received a ticket for not wearing your seat belt?  
1 ☐ Yes 2 ☐ No
13. If Illinois had a law requiring all persons in a vehicle to wear seat belts, would you favor or oppose allowing police to stop and ticket motorists for JUST having people in the car who are not wearing seat belts?  
1 ☐ Favor 2 ☐ Oppose 3 ☐ Don't know/No Opinion
14. In the past 30 days, have you seen or heard about a safety checkpoint where police were looking at seat belt use?  
1 ☐ Yes 2 ☐ No
15. In the past 30 days, have you gone through a safety checkpoint where police were looking at seat belt use?  
1 ☐ Yes 2 ☐ No
16. Have you recently read, seen or heard anything about seat belts in Illinois?  
1 ☐ Yes 2 ☐ No  
If yes, where did you see or hear about it? (Check all that apply):  
1 ☐ Newspaper 2 ☐ Radio 3 ☐ TV 4 ☐ Poster 5 ☐ Brochure 6 ☐ Police checkpoint 7 ☐ Other
17. Have you heard about the following seat belt enforcement program(s) in Illinois? (Check all that apply):  
1 ☐ Buckle Up America 2 ☐ Click It or Ticket 3 ☐ Child Safety Seat Checks 4 ☐ Operation ABC

## **APPENDIX B**

### **Telephone Survey Instrument**

# Telephone Survey Instrument

OMB Number

Expiration Date:

## BUCKLE UP AMERICA SURVEYS

State: \_\_\_\_\_ County: \_\_\_\_\_ Metro Status: \_\_\_\_\_

Date: \_\_\_\_\_ CATI ID: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Time Start: \_\_\_\_\_ Time End: \_\_\_\_\_ TOTAL TIME: \_\_\_\_\_

### INTRODUCTION

Hello, I'm \_\_\_\_\_ calling for the U.S. Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. [Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is \_\_\_\_\_.]

### DUMMY QUESTION FOR BIRTHDAY QUESTIONS

Has had the most recent 1  
Will have the next 2

- A. In order to select just one person to interview, could I speak to the person in your household, 16 or older, who (has had the most recent/will have the next) birthday?

Respondent is the person 1  
Other respondent comes to phone 2  
Respondent is not available 3  
Refused 4

**SKIP TO Q1**

**ARRANGE CALLBACK**

- B. Hello, I'm \_\_\_\_\_ calling for the U.S. Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. [Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is \_\_\_\_\_. Could we begin now?]

**CONTINUE INTERVIEW** 1  
Arrange Callback 2  
Refused 3

Respondent's State

- 1 > \*Alabama
- 2 > \*Alaska
- 3 > #hold
- 4 > \*Arizona
- 5 > \*Arkansas
- 6 > \*California
- 7 > #hold
- 8 > \*Colorado
- 9 > \*Connecticut
- 10 > \*Delaware
- 11 > \*District of Columbia
- 12 > \*Florida
- 13 > \*Georgia
- 14 > #hold
- 15 > \*Hawaii
- 16 > \*Idaho
- 17 > \*Illinois
- 18 > \*Indiana
- 19 > \*Iowa
- 20 > \*Kansas
- 21 > \*Kentucky
- 22 > \*Louisiana
- 23 > \*Maine
- 24 > \*Maryland
- 25 > \*Massachusetts
- 26 > \*Michigan
- 27 > \*Minnesota
- 28 > \*Mississippi
- 29 > \*Missouri
- 30 > \*Montana
- 31 > \*Nebraska
- 32 > \*Nevada
- 33 > \*New Hampshire
- 34 > \*New Jersey
- 35 > \*New Mexico
- 36 > \*New York
- 37 > \*North Carolina
- 38 > \*North Dakota
- 39 > \*Ohio
- 40 > \*Oklahoma
- 41 > \*Oregon
- 42 > \*Pennsylvania
- 43 > #hold
- 44 > \*Rhode Island
- 45 > \*South Carolina
- 46 > \*South Dakota
- 47 > \*Tennessee
- 48 > \*Texas
- 49 > \*Utah
- 50 > \*Vermont
- 51 > \*Virginia
- 52 > #hold
- 53 > \*Washington
- 54 > \*West Virginia
- 55 > \*Wisconsin
- 56 > \*Wyoming

Q.1 How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?

Almost every day	1	
Few days a week	2	
Few days a month	3	
Few days a year	4	
Never	5	<b>SKIP TO Q9</b>
Other	6	
(SPECIFY) _____		
(VOL) Don't know	7	<b>SKIP TO Q9</b>
(VOL) Refused	8	<b>SKIP TO Q9</b>

Q.2 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:) "What kind of vehicle did you LAST drive?"

Car	1	
Van or minivan	2	
Motorcycle	3	<b>SKIP TO Q9</b>
Pickup truck	4	
Sport Utility Vehicle	5	
Other	10	
Other truck (SPECIFY)	11	
_____		
(VOL) Don't know	12	
(VOL) Refused	13	

Q.3 For the next series of questions, please answer only for the (car/truck/van) you said you usually drive. Do the seat belts in the front seat of the (car/truck/van) go across your shoulder only, across your lap only, or across both your shoulder and lap?

**INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.**

Across shoulder	1	
Across lap	2	<b>SKIP TO Q5</b>
Across both.	3	
Vehicle has no belts	4	<b>SKIP TO Q6</b>
(VOL) Don't know	5	<b>SKIP TO Q6</b>
(VOL) Refused	6	<b>SKIP TO Q6</b>

Q.4 When driving this (car/truck/van), how often do you wear your shoulder belt... (READ LIST)

ALL OF THE TIME	1
MOST OF THE TIME	2
SOME OF THE TIME	3
RARELY OR	4
NEVER	5
(VOL) Don't know	6

**IF Q3=1**

**SKIP TO Q6**

Q.5 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)

ALL OF THE TIME	1
MOST OF THE TIME	2
SOME OF THE TIME	3
RARELY OR	4
NEVER	5
(VOL) Don't know	6

Q.6 When was the last time you did NOT wear your seat belt when driving?

Within the past day	1
Within the past week	2
Within the past month	3
Within the past year	4
A year or more ago/I always wear it	5
(VOL) Don't know	6
(VOL) Refused	7

Q.7 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

Increased	1	
Decreased	2	<b>SKIP TO Q9</b>
Stayed the same	3	<b>SKIP TO Q9</b>
New driver	4	<b>SKIP TO Q9</b>
(VOL) Don't know	5	<b>SKIP TO Q9</b>
(VOL) Refused	6	<b>SKIP TO Q9</b>

Q.8 What caused your use of seat belts to increase?  
**(DO NOT READ LIST - MULTIPLE RECORD)**

Increased awareness of safety	1
Seat belt law	2
Don't want to get a ticket	3
Was in a crash	4
New car with automatic belt	5
Influence/pressure from others	6
#hold	7
#hold	8
Other	12
<hr/>	
(VOL) Don't know	13
(VOL) Refused	14

Q.9 Does (RESP'S STATE) have a law requiring seat belt use by adults?

Yes	1	
No	2	<b>SKIP TO Q12</b>
(VOL) Don't know	3	<b>SKIP TO Q12</b>
(VOL) Refused	4	<b>SKIP TO Q12</b>

<b>IF 5, 7, OR 8 ON Q1,</b>	<b>SKIP TO Q11</b>
<b>If Q2 = 3 AND Q9 = 1,</b>	<b>SKIP TO Q11</b>

Q.10 Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? READ

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Very unlikely	4
(VOL) Don't know	5
(VOL) Refused	6

Q.11 According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

Can stop just for seat belt violation	1
Must observe another offense first	2
(VOL) Don't know	3
(VOL) Refused	4

Q.12 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

Should be allowed to stop	1
Should not	2
(VOL) Don't know	3
(VOL) Refused	4

Q.13 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?  
**ROTATE**

- a) Seat belts are just as likely to harm you as help you.
- b) If I was in an accident, I would want to have my seat belt on.
- c) Police in my community generally will not bother to write tickets for seat belt violations.
- d) It is important for police to enforce the seat belt laws.
- e) Putting on a seat belt makes me worry more about being in an accident.
- f) Police in my community are writing more seat belt tickets now than they were a few months ago.

Q.14 Yes or No--in the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

Yes	1	
No.	2	<b>SKIP TO Q17</b>
(VOL) Don't know	3	<b>SKIP TO Q17</b>
(VOL) Refused	4	<b>SKIP TO Q17</b>

Q.15 Where did you see or hear about this special effort?  
**[DO NOT READ--MULTIPLE RESPONSE]**

TV	1	
Radio	2	
Friend/Relative	3	<b>SKIP TO Q17</b>
Newspaper	4	<b>SKIP TO Q17</b>
Other (specify)	5	<b>SKIP TO Q17</b>
Don't know	6	<b>SKIP TO Q17</b>
Refused	7	<b>SKIP TO Q17</b>

Q.16 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

Commercial/Advertisement/	
Public Service Announcement	1
News story/news program	2
Something else (specify): _	3
Don't know	4
Refused	5

Q.17 Yes or no- in the past 30 days, have you seen or heard anything about the police setting up seat belt checkpoints where they will stop motor vehicles to check whether drivers and passengers are wearing seat belts?

Yes	1	
No	2	<b>SKIP TO Q24</b>
(VOL) Don't know	3	<b>SKIP TO Q24</b>
(VOL) Refused	4	<b>SKIP TO Q24</b>

By checkpoint, we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing seat belt laws.

Q.18 Let me just confirm, is this the type of checkpoint that you have seen or heard about in the past 30 days?

Yes	1	
No	2	<b>SKIP TO Q24</b>
(VOL) Don't know	3	<b>SKIP TO Q24</b>
(VOL) Refused	4	<b>SKIP TO Q24</b>

Q.19 Where did you see or hear about the police checkpoints for seat belts?  
**[DO NOT READ--MULTIPLE RESPONSE]**

TV	1	
Radio	2	
Friend/Relative	3	<b>SKIP TO Q21</b>
<b>Newspaper</b>	4	<b>SKIP TO Q21</b>
Other (specify)	5	<b>SKIP TO Q21</b>
Don't know	6	<b>SKIP TO Q21</b>
Refused	7	<b>SKIP TO Q21</b>

Q.20 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

Commercial/Advertisement/	
Public Service Announcement	1



News story/news program	2
Something else (specify):	3
Don't know	4
Refused	5

Q.21 In the past 30 days, did you personally see any checkpoints where police were stopping motor vehicles to see if drivers and passengers were wearing seat belts?

Yes	1	
No	2	<b>SKIP TO Q24</b>
(VOL) Don't know	3	<b>SKIP TO Q24</b>
(VOL) Refused	4	<b>SKIP TO Q24</b>

Again, By checkpoint, we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing seat belt laws.

Q.22 Let me just confirm, is this the type of checkpoint that you personally saw in the past 30 days?

Yes	1	
No	2	<b>SKIP TO Q24</b>
(Vol.) Don't know	3	<b>SKIP TO Q24</b>

Q.23 Were you personally stopped by police at a seat belt checkpoint in the past 30 days?

Yes	1	
No	2	
(VOL) Don't know	3	
(VOL) Refused	4	
(VOL) Refused.	4	<b>SKIP TO Q24</b>

## ASK EVERYONE

Q.24 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community if children in their vehicles are not wearing seat belts or are not in car seats?

Yes	1
No	2
Don't know	3
Refused	4

Q.25 Now, I would like to ask you a few questions about educational or other types of activities?

In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts. This could be a public service announcement on TV, messages on the radio, signs on the road, news stories, or something else.

Yes	1	
No	2	<b>SKIP TO Q29</b>
Don't know	3	<b>SKIP TO Q29</b>
Refused	4	<b>SKIP TO Q29</b>

Q.26 Where did you see or hear these messages?  
[DO NOT READ--MULTIPLE RESPONSE]

TV	1	
Radio	2	
Friend/Relative	3	<b>SKIP TO Q28</b>
Newspaper	4	<b>SKIP TO Q28</b>

Other (specify)	5	<b>SKIP TO Q28</b>
Don't Know	6	<b>SKIP TO Q28</b>
Refused	7	<b>SKIP TO Q28</b>

Q.27 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

Commercial/Advertisement/	
Public Service Announcement	1
News story/news program	2
Something else (specify):	3
Don't know	4
Refused	5

Q.28 Would you say that the number of messages you have seen or heard in the past 30 days is more than usual, fewer than usual or about the same as usual?

More than usual	1
Fewer than usual	2
About the same	3
Don't know	4
Refused	5

Q.29 Are there any advertisements or activities that you have seen or heard in the past 30 days that encouraged adults to make sure that children use car seats or seat belts?

Yes	1	
No	2	<b>SKIP TO Q31</b>
Don't know	3	<b>SKIP TO Q31</b>
Refused	4	<b>SKIP TO Q31</b>

Q.30 What did you see or hear?

Q.31 Thinking about everything you have heard, how important do you think it is for [respondent's STATE] to enforce seat belt laws for ADULTS more strictly . . . very important, fairly important, just somewhat important, or not that important?

Very important	1
Fairly important	2
Just somewhat important	3
Not that important	4
Don't know	5
Refused	6

Q.32 Do you recall hearing or seeing the following slogans in the past 30 days?  
**READ LIST AND MULTIPLE RECORD**

**ROTATE PUNCHES 1-7**

<i>Friends don't let friends drive drunk</i>	1
--	---

<i>Click it or ticket</i>	2
<i>Buckle Up America</i>	3
<i>Children In Back</i>	4
<i>You drink, you drive, you lose</i>	5
<i>Didn't see it coming? No one ever does</i>	6
<i>Get the keys</i>	7
STATE SPECIFIC CAMPAIGN TITLE	8
# hold	9
None of these	10
Don't know	11
Refused	12

Q.33 Now, I need to ask you some basic information about you and your household. What is your age?

AGE REFUSED=99

Q.34 Including yourself, how many persons, age 16 or older, are living in your household at least half of the time or consider it their primary residence?

\_\_\_\_\_ REFUSED=99

Q.35 How many children age 15 or younger is living in your household at least half of the time or consider it their primary residence?

NONE=0 REFUSED=99

Q.36 Do you consider yourself to be Hispanic or Latino?

Yes	1
No	2
(VOL) Not sure	3
(VOL) Refused	4

Q.37 Which of the following racial categories describes you? You may select more than one.  
**[READ LIST--MULTIPLE RECORD]**

American Indian or Alaskan Native	1
Asian	2
Black or African American	3
Native Hawaiian or other Pacific Islander	4
White	5
Other (SPECIFY)	6
(VOL) Refused	9

Q.38 What is the highest grade or year of school you have completed?

8th grade or less	9
9th grade	10
10th grade	11
11th grade	12
12th grade/GED	13
Some college	14
College graduate or higher	15
(VOL) Refused	16

Q.39 Do you have more than one telephone number in your household?

Yes                    1                    No                    2

**SKIP TO Q41**

Don't know                    3

**SKIP TO Q41**

(VOL) Refused                    4

**SKIP TO Q41**

Q.40    How many different telephone numbers do you have?

\_\_\_\_\_ 10 OR MORE=10

DON'T KNOW=11

REFUSED=12

Q.41    **FROM OBSERVATION, ENTER SEX OF RESPONDENT**

Male                    1

Female                    2

**That completes this survey.**

**Thank you very much for your time and cooperation.**